

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LIII. NEW YORK, DECEMBER 13, 1905.

No. II.

Women are Natural Buyers

NO MATTER where they may live, or what their circumstances may be, the buyer in the family is the woman. She first realizes when an article has passed its usefulness and discards it, and is constantly on the outlook for new ideas and the many articles that will be of service to herself or the members of her family. This is true no matter where she may live. But, while the women of the cities and large towns derive their ideas from the great stores, from daily papers and magazines, the women of the country towns and farms, remote from these great distributing points, find their bargains and the articles they wish in the advertisements of their favorite paper.

The Woman's Farm Journal

is the most conspicuous example of the class of papers which supply these ideas that can be found. It goes into more than 600,000 homes of this character; is eagerly read by these women, and their interest in its advertisements is no less than in its literary columns. It fills a place in their homes that must be filled. These people cannot find what they want in the small country stores; they do find it advertised in our columns. The lesson is clear. We'll prove more than 600,000 circulation for each issue. Your keyed ad will prove results.

JANUARY FORMS CLOSE DECEMBER 20th to 26th.

For sample copy, complete rate card, etc., address

A. P. COAKLEY, Adv. Mgr.

The Woman's Farm Journal (Established 1891)

St. Louis, Missouri

NEW YORK OFFICE:
1703 Flat Iron Building.

CHICAGO OFFICE:
1700 First Nat'l Bank Bldg.

A SPECIAL SUBSCRIPTION OFFER

The annual subscription price to **PRINTERS' INK**, a Journal for Advertisers, is **Two Dollars** for one year, **One Dollar** for six months, payable in advance.

Following a custom of some years past, the Little Schoolmaster makes the following special subscription terms during the month of December, 1905:

Anyone sending within the time specified three annual, or three semi-annual, prepaid subscriptions to PRINTERS' INK will be considered a canvasser for the Little Schoolmaster. The canvasser may retain 50 per cent commission on all subscriptions secured. Present subscribers may extend their subscriptions under the above proposition, and are also entitled to the commission mentioned, provided they extend their subscriptions for at least three years.

Under the above arrangement, three dollars sent at one time will secure three annual subscriptions or six semi-annual subscriptions. Four dollars sent at one time secures four annual or eight semi-annual subscriptions, and so on.

This offer means a saving of one-half the yearly subscription price, and ought to be of value to all who are interested in reading **PRINTERS' INK**. It ought to be of particular value to publishers and wholesale houses which should like to put **PRINTERS' INK** into the hands of local advertisers or into the hands of retail merchants.

**THIS SPECIAL OFFER EXPIRES
ON DECEMBER 31, 1905.**

**THE PRINTERS' INK PUBLISHING CO.
CHARLES J. ZINGG, Manager.**

10 SPRUCE ST., NEW YORK CITY, November 29, 1905.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. LIII.

NEW YORK, DECEMBER 13, 1905.

No. 11.

FORTY YEARS AN ADVERTISING AGENT.

By Mr. George P. Rowell.

FIFTIETH PAPER—TWO MORE WILL COMPLETE THE SERIES.

I have mentioned that my start as an advertising agent came from exploiting the merits of the country weeklies and the dailies in the smaller cities, and that before me the Boston Agency of Evans & Lincoln had gained a foothold by directing attention to the excellence of a neglected medium, the religious papers. Carlton & Smith in New York, through the connection of Carlton's father with the Methodist Book Concern, had their energies bent in the same direction; and N. W. Ayer & Son of Philadelphia, in the beginning, worked in the same vein; as did also E. N. Freshman & Brother, two young Hebrews in Cincinnati, who developed a pretty lively agency out of an engagement to canvass for a few Methodist papers in that city.

A new advertising agency must specially represent something; must be headquarters for something, and depend upon that special representation to gain a hearing. These are days of specialization even more than in the past. Advertisers are not looking for people who can do everything, they are more interested in those who can do some one thing well that nobody else can do at all. When the new man has made good on what he asserted, there is often no limit to the extent to which the pleased advertiser will trust him, nor to the endorsement he will give him to every acquaintance who may be on the

lookout for some one to place advertising for him.

A great many efforts have been made in times past to define what constitutes an advertising agent, and entitles him to recognition as such. Publishers and agents have discussed the subject in convention, over and over, but no definite conclusion has ever been arrived at. Some have suggested known responsibility, others a proved capacity for the work; finally it seems to have been agreed that no more than two things are necessary and these are, first, that the claimant for recognition should assert that he actually is an advertising agent, and; second, that he should have a printed letterhead with the address of an alleged office thereon set forth. There seems to be a wide tendency, however, on the part of newspaper men, to assume that the first requirement specified is enough and that the second is asking rather too much.

One of the prettiest lines of business I have ever known to be in the hands of one agent was controlled, many years ago, by John Manning, who got his foothold as a canvasser for the New York Tribune. If he had any office I never knew where it was. For his correspondence he commonly used the stationery of his clients. He doubtless did have a billhead. He controlled the advertising of such houses as Tiffany & Co.; Brewster & Co., the carriage makers; Robins, Appleton & Co., makers of the Waltham Watch, and numerous other accounts of a similar high grade, and did a business running up into hundreds of thousands annually. He is still living (1905)

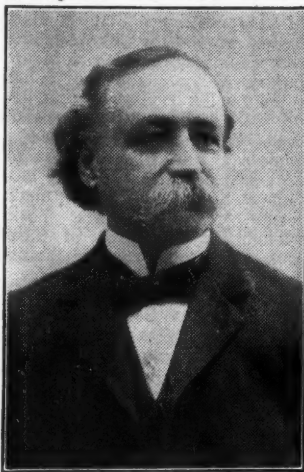
but has long disappeared from the scenes of his former activity. Manning used to assert that there is much in the sound of a name; that Tiffany and Delmonico could never have attained the height of popularity they acquired had their names chanced to be Murphy and O'Donahoe instead of what they were.

Mr. N. W. Ayer was never much known among advertising men. He had been a school teacher but that occupation had failed him. It was his son Frederick Wayland Ayer, a handsome, red-cheeked, dark-haired youth of twenty years, that did the work and created the great agency of N. W. Ayer & Son, the greatest institution of the sort that has thus far come into being in any part of the world. The Ayer agency is the only one I have ever known anything about that claims to have had capital to do business with in the beginning. Mr. F. W. Ayer asserts, and I think truthfully, that he and his father had \$250 in hand, and he tells how he earned it. I think it came from canvassing for advertising for the list of papers controlled of late years by the Religious Press Association of Philadelphia.

With the probable exceptions of John Hooper and L. A. Shattuck, Mr. F. W. Ayer is now, and has long been, the richest man in the business. It is quite possible that there need be no exceptions made. Of late years he seems to pay most attention to the Merchants' National Bank, of which he is president; and which has increased its line of deposits, since he took hold of it, from less than three to nearly five times as many millions. He is an indomitable worker; thinks of work all the time, eats little, drinks nothing but water; has no vices, small or large, unless overwork is a vice; is the picture of health; and I sometimes think a good deal such a man as Oliver Cromwell would have been had Oliver been permitted to become an advertising agent.

Mr. Ayer cannot put his hand

to anything without being in dead earnest. He bought a farm at one time, as a place where he could retreat from business cares; and before he knew it was running a profitable milk route and selling butter in Philadelphia at a higher price than anybody else could get; and the farm, instead of proving an expensive toy, as it pretty uniformly is, when owned by a business man, was, almost from the beginning, adding to his wealth. He has been vastly blessed in one of his partners, Mr. McKinney, who looks older than his senior, although he is not so. Mr. Ayer is fifty-seven this Year of Our



F. W. AYER.

Lord, 1905. It is told of McKinney that in his youth he attended Eastman's Business College at Poughkeepsie; and said to the principal that it was his ambition to secure the 100 mark on every point of excellence; was told that it was a commendable ambition but would indicate a degree of merit to which no student has ever yet attained. McKinney still said he would do it, and my informant says he did do it. There is a great deal of inaccuracy of statement floating around among human beings; but Mr. McKinney is one man in a thousand, and I would believe of

(Continued on page 6.)

How An Advertiser Can Cover Five Important Cities At a Minimum Expenditure.

- 1—In planning an advertising campaign, it is of course essential that each city be covered at as small a cost as possible, and—
- 2—At the same time present the proposition to the greatest number of the buying classes that would be interested in an advertised article.
- 3—You can practically cover Baltimore, Indianapolis, Minneapolis, Montreal and Washington with one appropriation respectively, if the following superior, home, evening newspapers are used:

**THE BALTIMORE NEWS.
THE INDIANAPOLIS NEWS.
THE MINNEAPOLIS JOURNAL.
THE MONTREAL STAR.
THE WASHINGTON STAR.**

¶ These mediums lead in local advertising, lead in foreign advertising, and point the way for a successful campaign for your advertising.

¶ Can you be interested further?

Special Representatives:

DAN A. CARROLL,
Tribune Building,
NEW YORK.



W. Y. PERRY,
Tribune Building,
CHICAGO.

him that what man has done he could do—still the college principal said no man *had* done it.

It was the success of *Scribner's Magazine*, afterwards transformed into the *Century*, that first gave magazine advertising the impetus that has grown to be so great. I have stated that *Harpers* was established for the deliberate purpose of advertising the books that were published by the firm. In the early days the reading matter was largely made up of what might be called advance notices of forthcoming publications. Advertisements from outsiders were declined, and an offer of \$18,000 a year for the last page, in the early seventies, for an announcement of the Howe Sewing Machine, did not tempt the managers to remove from that position the prospectus that told on what terms the *Magazine*, the *Weekly*, the *Bazar* and the *Round Table* could be had, either together or separately. I had this information from a member of the firm of whose general truthfulness I never had any doubt, although at the same sitting I heard him tell another man about the peculiarities of that part of Long Island where the Harpers originated, and assure him that age prevailed there to such an extent that all his ancestors had quinine put into their graves to keep the corpses from shaking the sand off.

The original firm of Carlton & Smith changed in time to W. J. Carlton, and Carlton in turn was succeeded by J. Walter Thompson, but had previously enlarged his list of religious papers and become the first agent who sought advertising for a list of magazines. It is Thompson, more than any other agent, who has developed the magazine field, and he has found his profit in it too. He has fully deserved whatever success he has attained, and it has been very great. Conditions are vastly different now from what they were when he began. John Wanamaker spends more money for advertising every week than A. T. Stewart ever did in a year.

If I should attempt to enumerate the successful advertising agents of to-day I should doubtless reveal the fact that I am not up to date on the subject. Now and then I hear of some agency, with the sound of whose name my ear is wholly unfamiliar, but which is said to place more business every month than I should suppose any agent ever attempted, and occasionally I find that the story I had thought the biggest lie came wonderfully near to absolute accuracy. When my mind attempts to deal with the subject of names of agencies, it immediately reverts to the days of Palmer, and Joy, Coe & Co. When I progress as far as Scriven and Cook; Coburn & Co. of Chicago; L. P. Fisher of San Francisco; S. H. Parvin of Cincinnati; Pettengill of Boston and New York; John Hooper of New York; Mather & Abbott; Abbott & Co.; Hudson & Menet, F. J. Fontaine, J. Viennet & Co., John F. Phillips, Bates & Locke, all of New York; S. R. Niles, Evans & Lincoln, T. C. Evans, Horace Dodd, all of Boston; Coe, Wetherell & Smith and Coe, Wetherell & Co. of Philadelphia; Griffin & Hoffman of Baltimore; E. N. Freshman & Brother of Cincinnati; Sheffield & Stone of St. Louis, and realize that not one of these is now doing business, and not many have a representative living to-day, I realize I am certainly very much behind the times.

No one claims to be the successor of Palmer; Mr. Ayer paid something for the right to call himself successor of Coe, Wetherell & Co. but never called himself so; W. W. Sharpe of New York has the right to say he succeeded to Joy, Coe & Co., but does not say so; and if he did no one would know what he meant, for the old name is forgotten. The Lyman D. Morse agency has corraled whatever remnants there are of the once great business of S. M. Pettengill & Co. and Bates & Locke, while U. K. Pettingill in Boston still does something under the old name, shortened by the omission of the initials, and with

(Continued on page 8.)

Since it is true, that—

“In Philadelphia

nearly everybody reads

The Bulletin”

**there can be no escape from the
conclusion that the advertiser
can reach nearly everybody
in Philadelphia through The
Bulletin.**

Net daily average circulation for November,

206,949 copies a day.

“The Bulletin's” circulation figures are net; all damaged,
unsold, free and returned copies have been omitted.

Rate, a flat one, twenty-five cents an agate line.

the "i" in the middle instead of the "e," and he too, I think, owns the right to call himself successor to S. R. Niles, whose agency was undoubtedly the successor to that of Palmer, in Boston, and always one of the most conservative, most profitable and most satisfactory to owner, patron and publisher of any that ever existed. Niles was a square man and the soul of honor.

The Freshmans disappeared from the advertising field and left no successor. I had the good fortune to run across one of the brothers in Southern California five years ago, and was pleased to

paper Publishers' Association, I can enumerate fifty of which I have some personal knowledge. Naturally they are mostly made up of the oldest firms, although there may be exceptions arising



N. M. SHEFFIELD.

from circumstance of our being thrown together through the accident of business or social association. In this list will doubtless be found the leaders of the business at the present time, although I am not prepared to assert that it does not contain names of much less importance than numerous others that are omitted:

Edwin Alden, Cincinnati
A. A. Anderson, New York
Arnold Advertising Agency, Philadelphia
N. W. Ayer & Son, Philadelphia
J. W. Barber, Boston
George Batten & Co., New York
Calkins & Holden, New York
Nelson Chesman & Co., St. Louis
Danielson & Son, Providence
Dauchy & Co., New York
Stanley Day, Newmarket, N. J.
Paul E. Derrick, New York
E. B. Dillingham, Hartford, Conn.
E. N. Erickson Advg. Agency, New York
Albert Frank & Co., New York
Charles H. Fuller, Chicago
W. N. Gates & Co., Cleveland
J. J. Gibbons, Toronto
Ben B. Hampton Co., New York
William Hicks, New York
W. H. H. Hull & Co., New York
H. B. Humphrey Co., Boston
H. I. Ireland, Philadelphia
H. W. Kastor & Sons, St. Louis
Kaufman Advertising Agency, New York
Frank Kiernan & Co., New York
Long-Critchfield Corporation, New York.
Lord & Thomas, Chicago
A. McKim & Co., Montreal



U. K. PETTINGILL.

learn that he was president of a railroad. Few persons are aware that Mr. N. M. Sheffield, the New York special agent—who is never seen without an umbrella—of whom nothing is ever said that is not a nice thing, was once the senior member of the St. Louis advertising agency of Sheffield & Stone. While it was in the field, there have been few more lively competitors than they were for such business as was going.

Out of a list of over two hundred names furnished in the early part of 1904 by Chas. H. Taylor, Jr., of the *Boston Globe*, then president of the American News-

Mahin Advertising Co., Chicago
 Converse D. Marsh, New York
 Chas. Meyer & Co., New York
 Lyman D. Morse Adv. Agency, N. Y.
 O'Flaherty & Co., New York
 Pettingill & Co., Boston
 Geo. G. Powning, New Haven, Conn.
 Frank Presbrey & Co., New York
 Proctor & Collier Co., Cincinnati
 E. P. Remington, Pittsburgh
 T. P. Roberts, Chicago
 Geo. F. Rowell & Co., New York
 Geo. M. Savage, Detroit
 Frank Seaman, New York
 W. W. Sharpe & Co., New York
 C. E. Sherin Co., New York
 J. L. Stack, Chicago
 Frank B. Stevens, Boston
 J. P. Storm, New York
 J. Walter Thompson Co., New York
 M. Volkman Adv. Agency, New York
 James T. Wetherald, Boston
 Wood, Putnam & Wood, Boston

At the time of my first recollection of Chicago as an advertising field, one Charles H. Scriven had it all to himself. This was in 1865. He was a capable man I have always heard. The only time I ever saw him was at a sort of free lunch reception given by H. T. Helmbold in his Broadway store near the old Metropolitan Hotel in New York City. Mr. Scriven did not live very long after. If he has been as happy since as he appeared to be at the time I refer to, he has no kick coming against the fate that is his.

The next agency to get a foothold in Chicago was that established about the year 1865 by Carlos A. Cook, who had associated with him at various times E. A. Carr, C. E. Coburn, E. B. Mack and A. H. Taylor; Carr, Coburn & Mack having interests in the Chicago office, while Taylor had the management of a Cincinnati branch, established later, where he divided the patronage with honest old S. H. Parvin, of whom it may be said that no agent ever deserved better of the newspapers than he did. An old associate and friend of Mr. Cook's has furnished the following historical data concerning him:

Carlos Allen Cook was born June 23, 1828, in the town of Preston, New London County, Connecticut.

His years up to young manhood were spent on his father's farm, and in his father's woolen factory.

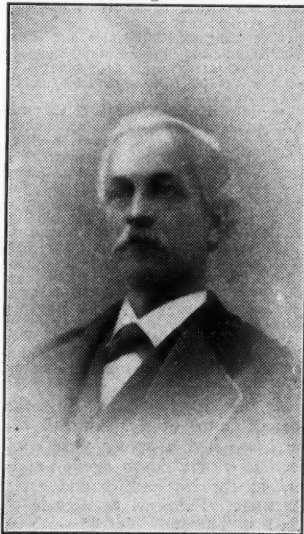
Leaving these employments, he went to Lowell, Mass., and learned to be a druggist in the drug store of Dr. J. C. Ayer.

Then followed some years in travel,

selling goods in the provinces and States, and finally he had a drug store in Rock Island, Illinois.

In 1859 he was in the sewing machine business in Chicago and in 1862, he, in partnership with a relative, had a brewery in Peoria, Ill.

In 1863 he secured the agency of Dr. Roback's Bitters, and coming back to Chicago, made his headquarters with the wholesale drug house of Fuller,



CARLOS A. COOK.

Finch & Fuller, and, in addition to selling bitters, started an advertising agency under the name of C. A. Cook. There was but one other advertising agency in Chicago at this time, that of C. H. Scriven. Mr. Scriven died very soon, thus leaving Mr. Cook the only advertising agent in Chicago.

Later E. A. Carr was admitted, as a partner, and the firm became Cook, Carr & Co.

On Mr. Carr's leaving the business, Mr. C. E. Coburn became a partner and the firm was then Cook, Coburn & Co. This was in 1864. Mr. Coburn remained in the business ten years and, on his retiring, the firm was again called C. A. Cook & Co. and so continued until Mr. Cook went out of the business in 1886 or about that date. Mr. Cook had no partner after Mr. Coburn left the firm.

A branch house was established in Cincinnati in 1866 under the firm name of Cook, Coburn & Taylor, Mr. A. H. Taylor becoming a partner, but this branch agency was discontinued in 1871.

Mr. C. A. Cook died at his home in Chicago, September 27, 1898. Mr. C. E. Coburn is still—in 1905—in Chicago engaged in the insurance business. Mr. A. H. Taylor is also in Chicago

in the advertising business, being employed in the agency conducted by Theodore P. Roberts, who places most of the Sears, Roebuck & Co. advertising matter.

Mr. Cook's family are all gone from Chicago except a son. It was of this young man that Mr. Cook used to tell that as a boy he developed artistic tendencies and, thinking perhaps he should be given an education on the line of his tastes, sought advice from a friend thought competent to give it and who, after listening to all the pros and cons, volunteered the information that if the boy was his own he would put some bricks in the seat of his trousers and let him sit down in the lake.

The firm of C. A. Cook & Co. was unfortunate at the end of its career. The cause of its decline was the advertising of Lawrence & Martin, "Tolu Rock & Rye." When that firm failed they owed C. A. Cook & Co. \$69,000, entirely unsecured. After discontinuing as much advertising as possible the net loss was \$47,500 and not a cent of it was ever paid. This was more than Mr. Cook could stand and, after adjusting matters as far as possible, an effort was made to continue business with but indifferent success; the agency made no money and younger men coming into the field and new ideas coming up the struggle was a hard one, and finally Mr. Cook ceased to be an advertising agent.

Mr. Richard S. Thain, the present editor of *Agricultural Advertising*, had a pretty close connection with Chicago agency matters in the late sixties and early seventies. Previous to its sale to Lord & Thomas, Mr. Thain was editor of *Mahin's Magazine*. He took up the advertising business in 1868 and has been at it pretty steadily since. There are not many now in the business who have been engaged in it longer than he.

In a recent communication, Mr. Thain writes:

In 1868, I was advertising manager of *Western Rural*, published in Chicago, and during that year, the firm of Sharp & Thain was organized. We remained together in business until 1871. The firm was dissolved after the Chicago fire. We did quite an extensive business—especially with religious papers. We purchased one column from *The Interior*, *Advance*, *Northwestern Christian Advocate*, *New Covenant* and the Episcopal paper that was published here. We usually kept from three to five columns filled with good advertisements. At that time, Field, Leiter & Company (now Marshall Field & Company) advertised extensively in these publications, and it was my pleasure to meet Mr. Field nearly every Saturday afternoon at 1.30 o'clock and get his copy for the following week. Before the Chicago fire, Mr. Field

wrote his own advertisements, and he certainly knew how to write good ads—i. e., judging by the standard of the times. I had the pleasure of chatting with him not long ago regarding the old days of advertising, and find that he takes quite a lively personal interest in advertising at the present time.

George W. Sharp, my old partner, was an Englishman of the pure John Bull breed. He used to keep me busy fixing up his quarrels with publishers. I got rather tired of this and when the Chicago fire occurred, I thought it a very opportune time to dissolve the partnership. I happened to be in New York City at this time, getting advertisements for the *Elgin Almanac*, October, 1871. Sharp & Thain were handling the advertising of the *Elgin Watch Company* and they issued an Almanac to be handed out by the various jewelers throughout the United States. The issue was one million copies. We placed over \$20,000 worth of advertising in the Almanac. The plates were ready, but were burned up in the great fire and when I went back to New York, I made a contract with James W. Sutton of the *Aldine Press* to get out the Almanac.

After the dissolution of Sharp & Thain, I went into business for a short time, with Wm. H. Fitch, of New York, who was, at that time, advertising manager of *American Agriculturist*. The firm name was Fitch & Thain. In 1872, I came back to Chicago, when the firm of Thain & Paine was organized. Inside of a year, I bought out Mr. Paine's interest and merged the agency with the firm of Chandler, Lord & Company. Mr. H. H. Chandler is now the publisher of *Farmers' Review* of this city; and Mr. D. M. Lord was head of the firm of Lord & Thomas for a number of years, up to the time of his retirement from the business two years ago. I sold out my interest in the firm of Chandler, Lord & Company, about ten months before they failed and after the organization of the firm of Lord & Thomas, I went to work for them in 1882 and was with them for seven years, occupying the position of what they termed their "right-hand" man.

In 1889, I left their employ and was the first Special Representative in Chicago. My list of publications comprised the *Ladies' Home Journal*, *Christian Herald*, the Frank Leslie publications, *Golden Rule*, and I was also advertising manager of *Advance*, *Living Church*, and *Union Signal* of Chicago.

In 1893, having invested in unimproved real estate in a manufacturing district of Chicago, I sold out my special representative business to two of my employees and gave my time to the real estate business. My experience cost me about \$15,000 and at the end of about twelve months, I concluded that the advertising business was good enough for me and I went back into the game again. I am pleased to say, however, that I did not lose all of the money which I had made in the advertising business. During my con-

nection in this business, dating from 1868 to the present time, I have always been able to pay one hundred cents on the dollar.

I believe there is a better chance in the advertising business to-day than there ever was for a young man who is willing to learn the business and play the game square.

The firm of Louis Lloyd & Co. also conducted a considerable business in Chicago, but finally the great agency of Lord & Thomas grew up and overshadowed all others. Furthermore, the advertising business underwent a revolution to such an extent that while, forty or thirty years ago, scarcely five per cent of the so-called foreign advertising, that is advertising that was not local, emanated from points west of New York and Philadelphia, to-day forty-five per cent of all such advertising comes from west of Buffalo. At the time of the retirement of Mr. Daniel M. Lord, late of Lord & Thomas, he was the only living example of an advertising agent who had quit the business with a competence. Horace Dodd, who was my first partner in Boston, and who was succeeded by J. W. Barber, is still living and has not, probably, any occasion to complain of being oppressed by either poverty or riches. Those who note Mr. Lord's smiling countenance are inclined to believe that the alleged competence with which he is credited is something more than a moderate one.

When Nelson Chesman commenced business in St. Louis I was his partner. The firm name was Rowell & Chesman. When I proposed withdrawing, Nelson believed the credit of the concern would receive a heavy blow. I told him he would never notice a shade of difference, and the result showed I was right. When a newspaper has once got an account opened it requires something equivalent to an Act of God to induce it to shut off the channel through which a golden stream may possibly flow in, and out of which—most of them think—nothing can escape that costs the publisher anything.

With one exception, no adver-

tising agency has ever become prominent while doing business in a city of much less than half a million inhabitants. The exception was Mr. H. P. Hubbard, of New Haven, who first exploited Lydia Pinkham and her compound. He managed many campaigns that were successful and, led on by prosperity, finally took risks that resulted in his eventual collapse. He published a Newspaper Directory which the New York *Tribune* considered much better than mine; and said so, in its editorial columns. Editors are uniformly truthful and impartial. That's what makes the calling so elevating.

At one time, when my interest in the advertising business was most active, we had a pretty lively competitor in a neighboring agency conducted under the name of Hudson & Menet. They were weak financially; and one day, when passing their office, I saw a sign of theirs being elevated to a higher position on the building they occupied and, with that desire to be funny that has often got me into hot water, I wrote a paragraph for the *Newspaper Reporter*—the PRINTERS' INK of that day—which said, "Last week there was a sign of Hudson & Menet's going up." Newspaper men read the paper and took alarm. Bills poured in on the unfortunate concern, and before another week I had a libel suit on my hands. It never came to trial, for before it was reached the concern had failed; but my lawyer exacted a \$500 fee for his services in my behalf and I realized then, and have often thought since, that it was more than such a poor joke was worth.

In concluding what I have to say about conducting an advertising agency, I may make mention of the fact that it is one of the easiest sorts of business in which a man may cheat and defraud a client without danger of discovery; and also note that no agent who was not superior to this temptation has ever been permanently successful. The high reputation for honor and probity uni-

formly enjoyed by those who have been most conspicuous in the business has been gained by strict integrity—a determination to secure a fair deal for every patron.

BANK ADVERTISING AND STREET CARS.

STREET RAILWAYS ADVERTISING COMPANY,
"Flat Iron" Building,
NEW YORK, Nov. 28, 1905.

Editor of PRINTERS' INK:

In your issue of November 1st, pages 48 and 49, you claim for the "Little Schoolmaster" authority to speak on Bank Advertising. This claim cannot be disputed; but permit us to call attention to two faults in the utterances of the teacher in the issue referred to.

First—You say that the Commercial & Farmers' National Bank, of Baltimore, multiplied its transactions by 10 in 18 months, through advertising. See page 13 and 14 showing that the transactions of the bank, on the testimony of its president, were multiplied through advertising by $3\frac{1}{2}$ in 20 months, the total gains being two and a half millions of deposits—two millions of that sum being credited to advertising. This exaggeration is probably a clerical error.

Second—The special article headed, "This Advertising Saved a National Bank," an article citing the experiences of that same Commercial & Farmers' National Bank, of Baltimore, makes no mention of the street-car advertising, which had a large part in effecting that salvation, notwithstanding that in the same issue, pages 26 and 27, you say, under the head, "The Street Car in Bank Advertising," that President Mason credits street-car advertising, during the year, with 900 new accounts, aggregating \$800,000 of deposits, worth to the bank about \$25,000 a year, and all this produced at a cost of \$1,500.

We give you a copy of Mr. Mason's testimony on the subject:

THE COMMERCIAL & FARMERS' NATIONAL BANK,
OF BALTIMORE.

October 13, 1905.

Mr. J. E. M. Raley, Manager, Barron G. Collier, Inc., Baltimore, Md.:

DEAR SIR:—Replying to your inquiry of recent date, I would say that service you have rendered us, in the way of advertising facilities, has been entirely satisfactory. As you know, the persistent advertising, which has been conducted by this bank was something of an innovation to Baltimore, but conducted as it was on a clear-cut basis, attended with prudence and conservatism, it was destined to win, did win, and results speak for themselves.

The advertising in the street cars has been only a part of our general publicity plan and it is very difficult, as you know, to trace direct results from any particular source of advertising; however, I can say that in our case, advertising has been the wand that has brought most adverse, disgruntled public opinion around to a pleasing degree of confidence, that has been responsible for an increase in deposits of fully \$3,000,000 in fifteen months. Of course, advertising alone was not responsible for such gratifying results, but it paved the way and made such results possible, as nothing else could have done.

We think very well of the cars as a medium through which to reach the people, particularly the wage-earners and patrons of more moderate means. I am satisfied that the advertising we have done in the street cars of Baltimore, has added I will say at least 900 new accounts, that will perhaps aggregate \$800,000, and all within the past twelve months. I consider this \$800,000 of deposits, as a source of revenue, worth \$25,000 a year to this bank. This would explain in as forceful a manner as I know, our attitude in renewing the contract again with you

for another year, and in the meantime, I beg to remain,
Yours very truly,
(Signed) W. A. MASON, President.

* * *

Putting together Mr. Mason's statement, see foot of first column, page 15, with his testimonial to ourselves, dated Oct. 13th, just recited, we have the following exhibit:—

Cost of advertising in publications, booklets, folders, etc.....	\$ 8,500
Cost of advertising in street cars.....	1,500

Total.....	\$10,000
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Share of increased deposits credited to advertising through publications, booklets, folders, etc.....	\$1,200,000
Share of increased deposits credited to advertising through street cars.....	800,000

Total.....	\$2,000,000
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Shares of increased income credited to advertising through publications, booklets, folders, etc.....	\$25,000
Shares of increased income credited to advertising through street cars.....	25,000

Total.....	\$50,000
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Amount of new yearly income credited to every dollar of advertising in publications, booklets, folders, etc.....	\$2.94
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Amount of new yearly income credited to every dollar of advertising in street cars.....	16.66
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Average to every dollar spent in advertising.....	5.00
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Publication, booklets, folders, etc., below the average.....	41¢
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Street cars above the average.....	234¢
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* * *

The readings of the series of cards used in the cars of Baltimore, and producing the above named results, are shown here:

THE COMMERCIAL AND FARMERS' NATIONAL BANK is a bank for everyone—rich, poor, old and young. It recognizes no classes, but treats large and small depositors with like consideration. Correspondence solicited. U. S. Government supervision. Ninety-five years' continuous operation. Howard and German Sts.

* * *

Time certificates of deposit issued by the COMMERCIAL AND FARMERS' NATIONAL BANK, are as safe as a Government Bond and pay a better rate of interest. U. S. Government supervision. Ninety-five years' continuous operation. Howard and German Sts.

* * *

Ninety-five years' continuous operation. COMMERCIAL DEPARTMENT. SAVINGS DEPARTMENT. FOREIGN EXCHANGE. COMMERCIAL AND FARMERS' NATIONAL BANK, Howard and German Sts.

* * *

OUR BANK is conducted in the interest of our stockholders and depositors alike. We share profits one with the other. COMMERCIAL AND FARMERS' NATIONAL BANK, Howard and German Sts.

* * *

* * *

Yours truly,
STREET RAILWAYS ADVERTISING CO.,
Lewis Saxby, Editor and Statistician.

You cannot measure the value of all advertisements by the agate rule.—
Advertising.

Lincoln Freie Presse

GERMAN WEEKLY,
LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 35 cents.

Actual average circulation 149,281.

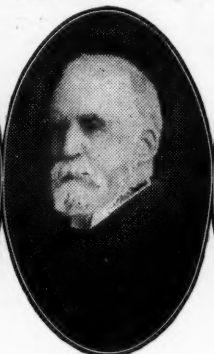
A CORPORATION.

The Printers' Ink Publishing Company of 10 Spruce street, New York City, publishers of PRINTERS' INK, a weekly journal

\$50,000. Directors of the company are: George P. Rowell, Jeannette R. Rowell, Charles J. Zingg, Edward D. Wayre, and Robert W. Palmer. At a recent meeting of the directors, officers



CHAS. J. ZINGG,
PRESIDENT AND MANAGER.



GEO. P. ROWELL,
TREASURER.



EDWARD D. WAYRE,
SECRETARY.

for advertisers and Rowell's American Newspaper Directory, appearing annually, is incorporated under the laws of the State of New York, with a capital stock of

were elected as follows: Chas. J. Zingg, president and manager; George P. Rowell, treasurer; Edward D. Wayre, secretary.

By January 1st the circulation of

The Des Moines Capital

will exceed 40,000.

This prediction is based upon the fact that the Capital's Bargain Day scheme takes place in December, as in previous years. Present circulation, 39,000. The Capital has not failed to receive more than 5,000 new subscribers for the last three Bargain Days. The rate for this enormous circulation is but 5 cents a line.

Write to New York Office, 166 World Bldg.; Chicago Office, 87 Washington Street, or Lafayette Young, Publisher, Des Moines, Iowa.

DAY BY DAY

Year In and Year Out

Every day of the year a statement of the circulation of THE CHICAGO RECORD-HERALD for each day of the previous month is printed on the editorial page.

No other Chicago morning paper prints this constant record.

CIRCULATION FROM JANUARY 1
TO JUNE 30, 1905:

Average per day, 148,529

Average Sunday, 202,738

THE CHICAGO RECORD-HERALD

THE DECEMBER MAGAZINES.

Ten of the leading women's magazines for December (counting *Munsey's*, which is persistently classed in this group by advertisers) have a total advertising patronage of 189,115 agate lines. In point of advertising they stand as follows: *Munsey's*, *Delineator*, *Ladies' Home Journal*, *Good Housekeeping*, *Woman's Home Companion*, *Designer*, *New Idea Woman's Magazine*, *Ladies' World*, *Harper's Bazaar*, *Housekeeper*. This class of publications has always been more or less scrupulous about stating circulations. All have figure ratings in Rowell's American Newspaper Directory except *Harper's Bazaar*, which has the gold marks of quality, and the *Housekeeper*, which failed to make a satisfactory statement for 1904, though enjoying figure ratings for several years previous. The combined circulation of these ten women's publications for 1904 was, approximately, 4,380,865 copies per month, which in the course of the year was sufficient to give every grown woman in the United States about two copies. At a very reasonable rate of increase, it is fair to assume that the circulation of these ten magazines for December this year is five million copies—and that, when one stops to think about it, is quite a good many magazines. Why *Munsey's* should be classed as a woman's publication isn't easy to discover in an examination of its advertising pages, for of all the ten it carries a line of business most general in character. There is no doubt, though, that advertisers with a proposition to reach women give consideration to *Munsey's*, and often employ it. Speaking of women's magazines the other day, a New York advertising agent whose opinion is worth consideration mentions five that had impressed him as being important to several advertisers whose business he places. The highest of all in quality, he thought, was *Good Housekeeping*, because in several campaigns he

had got replies which indicated that its readers were travelers and readers as well as good housekeepers, and he also seemed to think a great deal of the circula-

ADVERTISING IN LEADING MONTHLY MAGAZINES FOR DECEMBER.

(Exclusive of Publishers' own advertising—asterisks (*) indicate magazines that state their advertising space is sold only for cash.)

	Pages	Ag. Lines
Review of Reviews.....	195	43,680
McClure's.....	194	43,546
Scribner's.....	189	42,403
*Country Life in America (cols.).....	240	47,358
Harper's Monthly.....	179	40,124
Motor (cols.).....	215	35,974
*Century.....	158	35,392
Munsey's.....	139	31,249
*Everybody's.....	123	27,552
World's Work.....	118	26,534
*Delineator (cols.).....	194	26,109
*Ladies' Home Journal (cols.).....	129	25,932
Atlantic Monthly.....	116	25,903
System (Nov.).....	112	25,088
Cosmopolitan.....	110	24,808
Reader Magazine.....	102	23,016
Business Man's Magazine (Nov.).....	96	21,560
Good Housekeeping.....	95	21,280
Sunset (Nov.).....	94	21,168
Bookman.....	93	20,856
*Four-Track News.....	87	19,488
Country Calendar (cols.).....	134	19,118
Outing Magazine.....	85	19,114
Success (cols.).....	112	18,350
Ainslee's.....	79	17,864
Appleton's Booklovers Magazine.....	75	16,800
National Magazine (Nov.).....	74	16,576
Woman's Home Companion (cols.).....	81	16,356
*Designer (cols.).....	117	15,757
Metropolitan.....	68	15,372
*New Idea Woman's Magazine (cols.).....	114	15,328
World To-Day.....	68	15,232
Critic.....	68	15,232
Lippincott's.....	64	14,392
Pearson's.....	60	13,440
Red Book.....	60	13,440
Men and Women (cols.).....	66	13,201
Ladies' World (cols.).....	65	13,170
Harper's Bazaar.....	57	12,772
American Homes and Gardens (cols.).....	74	12,401
Normal Instructor (cols.).....	72	12,206
Strand.....	54	12,208
Argosy.....	53	11,852
Theater Magazine (cols.).....	69	11,847
Overland Monthly (Nov.).....	52	11,816
World's Events (cols.).....	70	11,562
Housekeeper (cols.).....	55	11,163
Garden Magazine (cols.).....	71	10,322
Field and Stream (Nov.).....	45	10,160
Smart Set.....	40	9,016
Suburban Life (cols.).....	43	7,259
Recreation (Nov.).....	31	7,120
*St. Nicholas.....	29	6,664
Madame (cols.).....	39	6,544
Gunter's Magazine.....	28	6,316
Outdoors (Nov.).....	28	6,272
Popular Magazine.....	27	6,104
Human Life (cols.).....	30	5,026
Tales.....	21	4,704
Smith's Magazine (cols.).....	21	4,623
*Benziger's Magazine (cols.).....	20	3,843
Philistine (Nov.).....	27	1,600

ADVERTISING IN LEADING WEEKLY MAGAZINES FOR DECEMBER.

(Exclusive of Publishers' own advertising—
asterisks [*] indicate magazines that state
their advertising space is sold only for cash.)

Week ending November 4 :

	Cols.	Ag. Lines
*Saturday Evening Post...	56	9,520
*Life.....	62	8,711
Literary Digest.....	59	8,413
Collier's.....	43	8,186
Independent (pages).....	33	7,392
Churchman.....	44	7,190
*Christian Herald.....	31	5,270
Vogue.....	29	4,627
Outlook (pages).....	19	4,450
*Scientific American.....	22	4,407
*Associated Sunday Maga- zine.....	23	4,169
*Public Opinion.....	24	3,470
Town Topics.....	21	3,464
Leslie's Weekly.....	14	2,834
Harper's Weekly.....	16	2,340
Illustrated Outdoor News	12	2,158

Week ending November 11 :

Vogue.....	215	33,591
*Saturday Evening Post...	58	9,860
Collier's.....	38	7,404
*Associated Sunday Maga- zine.....	39	7,025
Literary Digest.....	48	6,866
Churchman.....	28	4,593
Outlook (pages).....	18	4,138
Independent (pages).....	18	4,032
*Public Opinion.....	28	4,010
Town Topics.....	21	3,928
Illustrated Outdoor News	22	3,860
*Life.....	26	3,719
*Christian Herald.....	21	3,603
*Scientific American.....	16	3,173
Leslie's Weekly.....	13	2,622
Harper's Weekly.....	11	1,751

Week ending November 18 :

*Saturday Evening Post...	73	12,531
Collier's.....	59	11,210
Independent (pages).....	45	10,080
Vogue.....	55	8,586
Literary Digest.....	52	7,440
Town Topics.....	33	5,462
*Life.....	38	5,128
*Associated Sunday Maga- zine.....	28	5,142
Outlook (pages).....	22	5,026
Leslie's Weekly.....	22	4,402
Churchman.....	27	4,352
*Public Opinion.....	30	4,288
*Christian Herald.....	24	4,205
*Scientific American.....	18	3,696
Harper's Weekly.....	13	2,204
Illustrated Outdoor News	9	1,645

Week ending November 25 :

Outlook (pages).....	118	26,552
Collier's.....	53	10,084
*Saturday Evening Post..	51	8,718
Vogue.....	50	7,823
Churchman.....	47	7,577
Leslie's Weekly.....	37	7,423
Literary Digest.....	45	6,422
*Associated Sunday Maga- zine.....	26	4,843
Town Topics.....	25	4,134
Independent (pages).....	18	4,032
*Christian Herald.....	19	3,320
*Scientific American.....	15	2,960
*Public Opinion.....	21	2,930
Harper's Weekly.....	15	2,461
*Life.....	17	2,452
Illustrated Outdoor News	13	2,316

Totals for November :

Vogue.....	54,687
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Ag. Lines

*Saturday Evening Post...	40,629
Outlook (pages).....	40,166
Collier's.....	36,884
Literary Digest.....	29,141
Independent (pages).....	25,536
Churchman.....	23,712
*Associated Sunday Maga- zine.....	11,179
*Life.....	20,210
Leslie's Weekly.....	17,281
Town Topics.....	17,088
*Christian Herald.....	16,398
*Public Opinion.....	14,698
*Scientific American.....	14,436
Illustrated Outdoor News	9,979
Harper's Weekly.....	8,756

tion that has lately been acquired for this publication by canvassers, which is, according to his statement, all in the East. In its enormous *pulling power*, he asserted, no magazine stands ahead of the *Ladies' Home Journal*, and in quality of circulation he placed it second. The *Woman's Home Companion* seemed to stand third in his affections in quality, but not third in pulling power; he valued its circulation in the Middle West, and said that, as a comparison, he thought that women who read the *Ladies' Home Journal* are the kind who like to see Nat Goodwin and Maxine Elliott, while the *Woman's Home Companion* clientele were evidently more appreciative of melodrama. The *Delineator*, he considered stood next to the *Ladies' Home Journal* in pulling power, or second; and one thing that had impressed him in using its space was the fact that most of its readers seemed to have surplus money; he considered its clientele especially responsive to good investments, and had found that its circulation was sterling and honest all through. The fifth magazine on his list was one that has never been enumerated in this department; one seldom seen on the newsstands, and about which so little is known among advertisers that probably it has only half the patronage it ought to have. This was *McCall's Magazine*. Based on patterns, and reaching a clientele that lives in small towns, it is a medium that seems to stand between the magazines proper and the mail-order journals. But its readers, he had found, are surprisingly responsive

to direct order propositions in textiles, dress essentials and practical sensible commodities.

* * *

The four-page "readers" of the Aeolian Company are concentrated in three months' magazines—October, November and December. This year that company has taken considerable pains to diversify its copy, instead of running the same reader in all magazines. Where three sets of copy, one for each month, were formerly printed, this year there were fourteen changes. In placing this advertising there was no thought that the same "reader" should go into a twenty-five cent magazine and a ten-center, on the principle that the persons who read one twenty-five cent magazine also read all the others and avoid the ten-cent magazines. Rather than this, it was the aim to so diversify copy that the reader of several high-grade magazines might secure information about the company's various instruments. A complete schedule of the changes and mediums for the three months is as follows:

OCTOBER.

- Inset No. 1 (eight pages)—Harper's Monthly, Scribner's, Everybody's.
- Inset No. 2 (four pages)—Review of Reviews, World's Work, Booklovers.
- Inset No. 3 (four pages)—Century, Outlook, American, Munsey's, McClure's, New England Magazine.
- No. 4 (single page)—Smart Set, Strand, Metropolitan.

NOVEMBER.

- Inset No. 5 (four pages)—Review of Reviews, Everybody's, Cosmopolitan, World's Work.
- Inset No. 6 (four pages)—Scribner's.
- Inset No. 7 (four pages)—McClure's, Outlook.
- Inset No. 8 (four pages)—Harper's Monthly.
- Inset No. 9 (four pages)—Munsey's.
- No. 10 (single page)—Metropolitan.
- No. 11 (single page)—Outing.

DECEMBER.

- Inset No. 12 (four pages)—Everybody's, Strand, Century, World's Work, Cosmopolitan, American, Scribner's, Booklovers.
- Inset No. 13 (four pages)—Harper's Monthly, Scribner's, Review of Reviews.
- Inset No. 14 (four pages)—McClure's, Outlook, Munsey's, Smart Set.

* * *

Good Housekeeping's "roll of honor" for pure foods is begun in the December issue with a list of fourteen products that have been

submitted to tests for purity, cleanliness and suitability for consumption. A trademark has been registered for this department, and presumably its use will be permitted to manufacturers whose products pass *Good Housekeeping's* tests. Several brands of spices, breakfast foods, evaporated creams, infants' foods, etc., figure in the first installment of what will unquestionably grow to be a department influential with consumers.

* * *

Success seems to be the only general magazine that pays any attention to men's fashions. Some time ago a department, "The Well-Dressed Man," conducted by Alfred Stephen Bryan, editor of the *Haberdasher*, was started in this monthly. Superficially it might look like a pretty dilettante sort of feature, but practically it has pulled a fine patronage of advertising to *Success*. In the December issue there are printed 2,664 agate lines, fifteen columns, of advertising for men's scarfs, clothing, shoes, suspenders, etc., all in close proximity to this department for well-dressed men. It is upon such unconsidered trifles that much good advertising patronage is frequently based.

* * *

Some magazine publishers believe so thoroughly in the efficacy of their own magazines that they freely use space therein for their own announcements. Other publishers seldom or never patronize themselves in this respect. It has been the custom in this department to enumerate only such advertising as appeared to be paid for, or at least inserted by someone else than the publisher himself. By way of indicating how much of his own advertising each publisher deems it advisable to print in his own magazine, a record has been kept this month, and herewith follows. The publishers who carry least advertising for themselves have been chosen to head the list, but that does not necessarily imply that PRINTERS' INK considers any merit attaches to the matter, or

that the publisher who freely patronizes himself may not have a quality of advertising space extremely profitable to others:

	Ag. Lines
Vogue.....	3,260
Harper's Weekly.....	3,444
Christian Herald.....	4,080
Literary Digest.....	6,023

Ag. Lines

Ladies' World.....	—
Red Book.....	—
Munsey's.....	112
Madame.....	157
Tales.....	224
Housekeeper.....	252
Motor.....	255
Overland Monthly.....	280
Sunset Magazine.....	336
Pearson's.....	448
Recreation.....	448
Ainslee's.....	504
Designer.....	504
New Idea Woman's Magazine.....	520
Popular Magazine.....	616
Everybody's.....	672
Four-Track News.....	672
Theatre Magazine.....	706
Strand.....	810
Human Life.....	880
Review of Reviews.....	896
World To-Day.....	896
St. Nicholas.....	952
Phyllis.....	1,110
Delineator.....	1,116
Field and Stream.....	1,120
National Magazine.....	1,120
World's Events.....	1,125
Argosy.....	1,140
American Homes and Gardens.....	1,257
Outing Magazine.....	1,288
Country Calendar.....	1,323
Outdoors.....	1,344
Business Man's Magazine.....	1,400
Smith's Magazine.....	1,440
Cosmopolitan.....	1,624
Suburban Life.....	1,735
Gunter's Magazine.....	1,792
Garden Magazine.....	1,898
Success.....	1,957
Smart Set.....	2,288
Good Housekeeping.....	2,464
Ladies' Home Journal.....	2,585
System.....	3,360
Reader Magazine.....	3,416
Woman's Home Companion.....	3,444
World's Work.....	3,920
Normal Instructor.....	4,171
Metropolitan.....	4,341
Critic.....	4,760
Appleton's Booklovers.....	5,152
McClure's.....	5,285
Century.....	5,600
Scribner's.....	7,140
Atlantic Monthly.....	7,593
Harper's Bazaar.....	7,612
Country Life in America.....	7,794
Lippincott's.....	8,680
Benziger's Magazine.....	10,078
Harper's Monthly.....	10,496
Collier's.....	—
Illustrated Outdoor News.....	162
Associated Sunday Magazine.....	175
Town Topics.....	643
Life.....	684
Independent.....	896
Saturday Evening Post.....	1,002
Leslie's Weekly.....	1,154
Churchman.....	1,651
Public Opinion.....	1,763
Scientific American.....	2,352
Outlook.....	2,353

MAGAZINE NOTES.

Jos. A. Ford, who for eight years represented the *Woman's Home Companion* in Chicago, has become the western representative of the *Christian Herald*.

The plant of *Puck*, New York City, was damaged by fire last month, with \$50,000 loss to valuable lithographic machinery. The misfortune did not interfere with publication.

E. Lacy Speer, for some years past editor of *Ad Sense* of Chicago, has resigned to take an editorial position on the editorial staff of the *Business Man's Magazine*, Detroit.

Choice of a bound book, worth \$1.25, with forty titles to select from, is given readers of the *Outlook* who will agree to mail a set of post cards advertising that magazine to friends.

A fine booklet with illustrations in high colors tells how *Sunset*, the Southern Pacific's magazine, is spending \$100,000 this winter to promote its circulation and California travel.

Madame's Chicago office is in charge of W. B. Raymond, in the Marquette Building, while foreign representation east of Pittsburg is in the hands of the Fisher Special Agency, New York.

The *Woman's Home Companion* announces the appointment of H. E. Church as advertising manager. Mr. Church was formerly connected with the *Chicago Daily News*, and more recently with the *New York Times*.

Lamont, Corliss & Co., the New York agents for Peters' Swiss milk chocolate, print twelve ads in December magazines from those used during the past year and offer prizes to the public for statements as to which is best. Every contestant receives a cake of chocolate.

The *National Magazine*, Boston, has published the material received in its recent "heart throbs" contest in book form. Nearly 50,000 new subscribers were secured by this contest, it is stated, and the magazine now claims a circulation of 224,000, chiefly subscription.

An effort is to be made to bring out the *January Reader Magazine* early, so that it may be in the hands of subscribers a week before Christmas. The publishers have in mind chiefly the Christmas shopper who buys books, and want to reach him as near the time of purchase as possible.

The *Craftsman*, published in Syracuse, N. Y., has found it necessary to open a New York office at 29 West 24th street, both for the magazine and the products of the *Craftsman* movement. Its New York quarters are fitted up with characteristic furniture, wall coverings, wood finishes, etc.

A new monthly called the *Mother's Magazine*, scheduled to appear this month, is announced by the David C. Cook Publishing Co., Elgin, Ill. It will be high-grade in character, and aims to cover a bare spot in the publication field. The first issue is to be 50,000 copies, according to the projectors.

Physical Culture has begun a series of articles that should be read by every newspaper publisher and advertising manager in this country, entitled "The Confessions of a Quack." They tell how all phases of the "weak men" game are worked, and how newspaper advertising is employed to secure victims.

Munsey's *All Story Magazine*, at the close of its first year, claims a circulation of 250,000 copies and is said to have netted nearly \$100,000. A newspaper make-up characterizes this magazine. The stories have sub-heads scattered through their text, regular "news heads," and an index that groups the contents by relative importance.

Through non-arrival of the *Review of Reviews* for inclusion in this department in November that magazine was omitted from the tabulation. The November *Review of Reviews* carried 183 pages of advertising, 40,992 agate lines, and was second on the list for that month, being exceeded only by *McClure's* with 206 pages of business.

Suit for \$10,000 damages has been brought against Elbert Hubbard, head of the Roycroft Shops and publisher of the *Philistine*, by Frederick W. Gardner, the Chicago advertising agent who has for some time had the right to accept advertising for the *Philistine* and *Little Journeys*. Gardner charges that space has been sold in these publications in disregard of his own right, which was exclusive.

There are signs of activity in the conservative *Independent*. Some very attractive advertising for circulation is being run in a large list of magazines, and a prize of \$25 is offered for a design for the magazine's special and monthly numbers. A similar contest last year brought the *Independent* ten cover designs which were employed on its book, Christmas, vacation, fiction, holiday book and other special issues.

The *World To-Day* for December has an interesting article by Sir Alfred Harmsworth on "The Making of the Modern Newspaper." Sir Alfred believes that modern newspapers have improved, not degenerated, and asserts that if anyone will actually go back over the files of newspapers that have become great traditions he will find them as yellow or yellower than any of the sensational journals of our own times.

With the January issue the rate for *McClure's* advances to \$460 a page, \$2.15 per line, with five per cent discount for six insertions and ten per cent for twelve. While the rate is increased, there is no advance in the price per thousand circulation. *Mc-*

Clure's now guarantees a monthly issue of 414,000 copies, which make the cost per page the same as under the old rate of \$416 per page for 375,000 circulation.

Country Life in America has opened a real estate bureau which lists country property for sale and furnishes those who wish to purchase with lists of desirable properties answering to their requirements. Both classes of service are free, and the magazine solicits classified realty advertising at attractive rates, with free half-tones for advertisers. No magazine carries as much classified advertising as *Country Life in America*.

Under the consolidation of the *Country Calendar* with *Country Life in America* there will be a material reduction in the combined rate of the two magazines. Whereas the two rates aggregated \$1.15 per line, or \$441 per page, the combined rate will be seventy-five cents a line, \$300 per page. Until January 1 contracts will be made at the *Country Life* rate of \$280 a page, with smaller spaces down to quarter pages in proportion.

Among the articles of business interest to be published in the *Century* during 1906 is the work on "Lincoln the Lawyer" by Frederick Trevor Hill. It tells the story of Lincoln's entire legal career. To advertise this serial a unique folder in the guise of an old summons was recently mailed without envelope to all lawyers in the United States. Besides an outline of the articles, a reproduction of an actual summons in Lincoln's handwriting was reproduced.

Everybody's is making a bid for agricultural advertising, and offers to demonstrate by its circulation books that it is stronger outside of cities than any country home magazine and most agricultural journals. Out of 93 mediums used by the Sure Hatch Incubator Co., Clay Center, Neb., chiefly farm and poultry papers, *Everybody's* pulled inquiries for thirty-three cents apiece, *Woman's Magazine* thirty-nine cents, *Collier's* forty-one cents, *Munsey's* seventy-three cents.

The *Associated Sunday Magazine* now goes to nine newspapers, the latest addition to the list being the Minneapolis *Sunday Journal*. The Washington *Star* has added it to its new Sunday edition, and it forms part of the Sunday Baltimore *Herald*, Boston *Post*, Pittsburgh *Post*, New York *Tribune*, Philadelphia *Press*, St. Louis *Republic* and Chicago *Record-Herald*. This interesting publication now claims a weekly circulation of 1,042,000 copies, and after January 1 will advance its advertising rate from \$2.50 to \$3 a line.

Collier's has mixed a good stiff tonic for its own consumption since its patent medicine series started. The formula goes thus: "Collier's will accept no advertisements of beer, whiskey, or alcoholic liquors; no advertisements of patent medicines; no medical advertisements or advertisements

making claims to medicinal effect; no investment advertising promising extraordinary returns, such as stocks in mining, oil, and rubber companies. The editor reserves the right to exclude any advertisement which he considers extravagant in claim, or offensive to good taste."

Only labor troubles threaten the evenly prosperous magazine situation in New York City. *McClure's* expects a printers' strike on January 1, and has been hurrying its February issue forward in anticipation thereof. A general strike among the compositors, and pressmen of the Butterick Company was declared the latter part of November because the company refused to agree to a reduction of hours from nine to eight. About 150 employees are involved. The company's refusal was based on the fact that none of its competitors were required to reduce hours.

ACCOMPLISHING RESULTS BY ELIMINATION.

GLASGOW, Ky., Nov. 20, 1905.

Editor of PRINTERS' INK:

I wish to subscribe for the best periodical I can get which treats of Cemeteries, Landscapes, Gardening, or Parks. I also want to subscribe for the best real estate publication. Will you kindly send me addresses of a few of the most reliable in the above two kinds of publications.

Very truly,

E. Y. KILGORE.

If Glasgow were a larger village, in its public library would be found, perhaps, a copy of Rowell's American Newspaper Directory, and then it would be a comparatively simple matter for any person to decide upon a publication best suited to his individual needs.

It is an easy task to direct Mr. Kilgore to a publication devoted to cemeteries, landscape gardening and parks, for apparently there is but one periodical listed in the 1905 Directory devoted solely to these subjects. This is classified under the division, "Undertaking, Embalming, Cemeteries and Cremation," which comprises nine papers, published in five States of the Union and one Province of Canada. Eight of these periodicals, however, deal with cremation, undertaking and embalming rather than cemeteries and landscape gardening. The remaining one is a monthly called *Park and Cemetery and Landscape Gardening*, and is published from 324 Dearborn street, Chicago, at \$1 a year. Its circu-

lation for 1904 averaged 1,817 copies.

There are, of course, magazines which devote part of their attention to parks and landscape gardening. Among these are *Country Life in America* and the *Garden Magazine*, both published in New York and both listed in the Directory under the classification "Horticulture and Floriculture."

American Homes and Gardens is another, established in July, 1905.

Classified under "Real Estate and Immigration" in the Directory are the following publications:

Alabama—Birmingham, Dixie Manufacturer
Birmingham, Dixie Home
California—Los Angeles, Journal
San Francisco, Resources of California
Colorado—Denver, Journal
Denver, Montclair Mirror
Denver, Rocky Mountain Sentinel
Connecticut—Hartford, Connecticut Commercial Bulletin
Florida—Miami, Florida, East Coast Homeseeker
Illinois—Chicago, Economist
Chicago, Der Auswanderer
Chicago, Farm Loans and City Bonds
Chicago, Homeseeker and Investor
Iowa—Traer, Farm and Real Estate Journal
Kentucky—Louisville, Home Tribune
Maryland—Baltimore, Record
Baltimore, Architects' and Builders' Journal
Missouri—Kansas City, American Journal of Real Estate
St. Louis, Real Estate Bulletin
Nebraska—Indianola, Alfalfa Belt
New Jersey—West Hoboken, New Jersey Contractor, Real Estate Bulletin
New York—Amsterdam, Real Estate
New York—*Mank't'n and Bronx*
Real Estate Record and Builders' Guide
Ohio—Cleveland, Finance
Columbus, Reporter
Pennsylvania—Philadelphia, Real Estate Record
Pittsburg, Record
Rhode Island—Providence, Real Estate Register and Rental Guide
Washington—Seattle, Bulletin
Spokane, Northwest Homeseeker and Investor
Wisconsin—De Pere, De Gids
Milwaukee, Reporter
Quebec, Can.—Montreal, Real Estate Record

Mr. Kilgore, who wants to subscribe for the "best real estate publication," will be interested to know that out of these thirty-three periodicals eighteen are supposed to publish less than 1,000 copies, on an average. Two of the remaining fifteen are in a foreign language and are chiefly devoted to western immigration. Two others are dailies, mainly of

local interest, and five are weeklies and monthlies which may be extremely edifying in their particular localities, but which would not benefit Mr. Kilgore a great deal, in all probability. There remains the following six publications to choose from:

Chicago.....	Economist.....	3,391
	Farm Loans and City Bonds.....	H
Baltimore.....	Architects' and Builders' Journal.....	H
Amsterdam, N.Y.....	Real Estate.....	2,708
N. Y. City.....	Real Estate Record G(66)	
Pittsburg.....	Record.....	I

The rating by letter indicates that the paper will not or does not furnish information upon which an exact and definite rating may be based. The meanings of the letter ratings found above are as follows:

Exceeding four thousand,	- - - - - G
Exceeding twenty-two hundred and fifty,	- - - - - H
Exceeding one thousand,	- - - - - I

The *Real Estate Record and Builders' Guide* is the only publication of its class which has been awarded the so-called Gold Marks, the meaning of which follows:

(66) Advertisers value this paper more for the class and quality of its circulation than for the mere number of copies printed. Among the old chemists gold was symbolically represented by the sign 66.—*Webster's Dictionary*.

Out of the six journals here quoted the *Real Estate Record* has been established the greater number of years and has the highest circulation rating. The subscription price is \$6 a year.

Real Estate, published at Amsterdam, N. Y., gives promise of a successful and useful future. Its price, \$1 a year, places it within the reach of most real estate agents.

However, without further comment, Mr. Kilgore will probably be able to choose a journal for his needs from the six mentioned. With a Directory at hand, a choice could be made without any trouble whatever.

FOR MEN ONLY.

Sunday school teacher, reprovingly—
"Georgie, do you know where little boys go when they don't come to Sunday school?"

Georgie (greatly embarrassed)
"Yes'um, down to the river behind that big sycamore—but don't you go, it's only for men."

A CORRECTION.

BRATTLEBORO, Vt., Dec. 2, 1905.

Editor of PRINTERS' INK:

I note on page 43 of the Nov. 29th issue of PRINTERS' INK that you say the *Country Gentleman* of Albany, N. Y., is the oldest agricultural paper in the United States and will celebrate its 75th birthday in January.

The *Country Gentleman* are misleading people in regard to their age. The truth of the matter is that the *New England Farmer* is the oldest agricultural paper in the United States to-day. It was established in August, 1822, and has been published continuously since that date with two interruptions—one in the early fifties and another, of six months, during the war. It has been published weekly, monthly and semi-monthly, during this period, but it has always been the *New England Farmer*, while the *Country Gentleman* has only been the *Country Gentleman* for a comparatively few years, being a consolidation of several other papers. If there is any credit in publishing the oldest agricultural paper in the United States, it should certainly go to the *New England Farmer* of Brattleboro, Vt.

Will you be good enough to publish this correction in order that your list of readers may not be misinformed on this subject, and oblige,

Very truly yours,

ULLERY & Co.

The 1905 edition of Rowell's American Newspaper Directory gives the date of establishment of the *Country Gentleman* as 1831, and of the *New England Farmer* as 1822, thereby confirming the latter's assertion that it is an older paper than the *Country Gentleman*.

GOOD TERRITORY.

Alaska is the coming field for the advertiser. Figures given in the monthly summary of commerce and finance for June show a very large expansion of the trade in that territory.

During the twelve months there was shipped to Alaska domestic merchandise to the value of \$11,227,619, as compared with \$9,869,721 the preceding year. Alaska has purchased from the United States during the year ending with June every article of commerce found on sale in any American community—food and clothing constituting the principal items, although from the standpoint of tonnage—machinery, iron and steel imports predominate. The needs of Alaska are large. Its demands growing in proportion with its natural development are increasing with a rapidity not realized in the States. There is probably no other territory of equal size in or near the United States, trade of which is so valuable as the trade of Alaska. Probably there is no other community which returns as large a value to the world from the proceeds of its labor as does the district of Alaska.—*Ad Sense*.

A Roll of Honor

(THIRD YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1905 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1905 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1906 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

Announcements under this classification, if entitled as above, cost 20 cents per line (two lines are the smallest advertisement taken) under a YEARLY contract, \$20.00 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

Publications which have sought and obtained the Guarantee Star have the privilege of using the star emblem in their advertisements in the Roll of Honor at the regular rates of twenty cents a line. The extent and full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation, would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Athens. Limestone Democrat. weekly. R. H. Walker, pub. Actual aver. first 5 mos. 1905, 1,052.

Birmingham. Ledger. dy. Average for 1904, 19,581. Best advertising medium in Alabama.

ARIZONA.

Phoenix. Republican. Daily aver. 1904, 6,529. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

ARKANSAS.

Fort Smith. Times. daily. Actual average for 1904, 8,576. Actual average for October, November and December, 1904, 6,646.

CALIFORNIA.

Fresno. Evening Democrat. Average April, 6,195. Williams & Lawrence, N. Y. & Chicago.

Mountain View. Signs of the Times. Actual weekly average for 1904, 27,108.

Oakland. Herald. daily. Average for 1904, 7,585. Nov 8, 500. E. Katz, Spec. Agent, N. Y.

Oakland. Tribune. evening. Average for nine months ending Sept. 30, 1905, daily 15,447.

San Francisco. Call, d'y & S'y. J. D. Spreckels. Actual daily average for year ending August, 1905, 62,617; Sunday, 88,941.

San Francisco. Sunset Magazine, monthly. literary. two hundred and eight pages, \$45. Circulation: 1904, 48,916; 11 months 1905, 59,545. Home Offices, 431 California Street.

San Jose. Morning Mercury and Evening Herald. Average 1904, 10,575.

San Jose. Town and Country Journal, mo. W. G. Bohannon Co. Average 1904, 9,125. May, June and July, 1905, 20,000.

COLORADO.

Denver. Clay's Review, weekly; Perry A. Clay. Actual average for 1904, 10,926.

Denver. Post, daily. Post Printing and Publishing Co. Average for 1904, 44,577. Average for Oct., 1905, dy. 46,112. Sp. 59,889.

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT.

Ansonia. Sentinel. dy. Aver. for 1904, 4,965. First 6 months '05 5,111. E. Katz, Spec. Agt., N. Y.

Bridgeport. Evening Post. Sun. daily av. to Oct. 1, 1905, 11,001. E. Katz, Spec. Agt., N. Y.

Bridgeport. Telegram-Union. Sun. daily av. to Oct. 1, '05, 10,128. E. Katz, Spec. Agt., N. Y.

Meriden. Journal. evening. Actual average for 1904, 7,649.

Meriden. Morning Record and Republican. daily average for 1904, 7,559.

New Haven. Evening Register. daily. Actual av. for 1904, 15,618; Sunday, 11,107.

New Haven. Palladium. dy. Aver. 1904, 7,857. First 6 mos. '05, over 8,000. E. Katz, Sp. Agt., N. Y.

New Haven. Union. Av. 1904, 16,076. First six mos. '05, 16,187. E. Katz, Spec. Agt., N. Y.

New London. Day. ev'g. Aver. '04, 5,855. 1st 6 mos. '05, 6,090. E. Katz, Spec. Agt., N. Y.

Norwalk. Evening Hour. Daily average year ending Dec. 1904, 5,217. April cert., as certified by Am. N. Dir. Advs. all returns deducted, 2,869.

Norwich. Bulletin. morning. Average for 1903 4,985; for 1904, 5,559; Nov., 6,485.

Waterbury. Republican. dy. Aver. for 1904, 5,770. La Coste & Maxwell, Spec. Agents, N. Y.

DELAWARE.

Wilmington. Every Evening. Average guaranteed circulation for 1904, 11,460.

Wilmington. Morning News. Only morning paper in State. Three mos. end, Dec., 1904, 10,974.

DISTRICT OF COLUMBIA.

Washington. Evening Star, daily and Sunday. Daily average for 1904, \$5,508 (©©).

FLORIDA.

Jacksonville. Metropolis, dy. Av. 1904, \$7,760. First six mos. '05, \$9,028. E. Katz, Sp. Ag., N.Y.

GEORGIA.

Atlanta. Constitution. Dy. av. '04, \$8,882; W'y 107,925. Aug. '05, d'y 40,723; S'y 50,102.

Atlanta. Journal, dy. Av. 1904, \$2,653. Oct. 1905, 46,908. Sy. 49,255. Semi-weekly 65,985.

Atlanta. News. Actual daily average 1904, \$1,250. S. C. Beckwith, Sp. Ag., N. Y. & Chi.

Atlanta. The Southern Ruralist. Sworn average first six months 1905, 52,822 copies monthly.

Augusta. Chronicle. Only morning paper. 1904 average, daily 5,661 Sunday 7,420.

Nashville. Herald. Average for March, April and May, 1,875. Richest county in So. Georgia.

ILLINOIS.

Chicago. Citizen. Daily Average 1904, 1,196. weekly, 1,127.

Champaign. News. September, 1905, no issue of daily less than 2,970; daily and weekly, 6,100.

Chicago. Bakers' Helper, monthly (\$2.00). Bakers' Helper Co. Average for 1904, 4,100 (©©).

Chicago. Breeders' Gazette, weekly, \$2.00. Average circulation 1905, to Oct. 1st, 66,422.

Chicago. Farmers' Voice and National Rural. Actual aver., 1904, 25,052. Sept., 1905, 40,000.

Chicago. Gregg Writer, monthly. Shorthand and Typewriting. Actual average 1904, 15,750.

Chicago. Inland Printer. Actual average circulation for 1904, 18,812 (©©).

Chicago. Orange Judd Farmer. Only agricultural weekly covering the prosperous Western States. Circulation is never less than 90,000. The count made Oct. 20, 1905, showed 85,120 paid subscribers. Reaches nearly 90% of the post-offices in Nebraska; 80% of the post-offices in Illinois, Michigan, Wisconsin, Iowa and Minnesota; half the post-offices in Indiana and Kansas and two thirds of those in the Dakotas. All advertisements guaranteed.

Chicago. Record-Herald. Average 1904, daily 145,761. Sunday 139,400. Average first four mos. 1905, daily 148,928. Sunday 208,501.

★ GUARANTY ★
The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Chicago. System. monthly. The System Co., pub. Eastern office 1 Madison Ave., N. Y. Av. for year end., Feb. 1905, \$2,750. Issue for Sept. 1905, 60,200.

Kewanee. Star-Courier. Av. for 1904, daily \$2,290, w'y, 1,378. Daily, 1st 4 mos. '05, \$2,502.

Peoria. Evening Journal, daily and Sunday. Sworn daily average for 1904, 18,525.

Peoria. Star, evenings and Sunday morning. Actual average for 1904, d'y 21,528. S'y 9,957.

INDIANA.

Evansville. Journal-News. Av. for 1904, 14,030. Sundays over 15,000. E. Katz, S. A., N.Y.

Marion. Leader, daily. W. R. Westlake, pub. Actual average for year 1904, 5,655.

Muncie. Star. Average net sales 1904 (all returns and unsold copies deducted), 28,731.

Noire Dame. The Ave Maria, Catholic weekly. Actual net average for 1904, 22,815.

Richmond. Sun-Telegram. Sworn av. 1904, dy. \$761.

South Bend. Tribune. Sworn daily average, 1904, 6,539. Sworn aver. for Oct., '05, 7,816.

INDIAN TERRITORY.

Ardmore. Ardmoreite, daily and weekly. Average for 1904, dy., 2,068; w'y., \$2,391.

IOWA.

Davenport. Democrat and Leader. Largest guar. city circ'n. Sworn aver. Nov., 1905, 8,584.

Davenport. Times. Daily aver. Nov., 11,057. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines. Capital, daily. Lafayette Young, publisher. Actual average sold 1904, 24,555. Present circulation over 29,000. City circulation guaranteed largest in Des Moines. Carries more department store advertising than all other papers combined. Carries more advertising in six issues a week than any competitor in seven.

Keokuk. Gate City, Daily av. 1904, 8,145; daily six months, 1905, \$2,292.

Muscatine. Journal. Daily av. 1904, 5,240, tri-weekly 2,059, daily, March, 1905, 5,452.

Sioux City. Journal, daily. Average for 1904, sworn, 21,784. Av. for Sept., 1905, 25,955. Prints most news and most foreign and local advertising. Read in 30 per cent of the homes in city.

Sioux City. Tribune. Evening. Net sworn daily, average 1904, 20,678; Sept., 1905, 24,461. The paper of largest paid circulation. Ninety per cent of Sioux City's reading public reads the Tribune. Only Iowa paper that has the Guaranteed Star.

KANSAS.

Hutchinson. News. Daily 1904, 2,964. First six mos. '05, \$2,296. E. Katz, Sp. Agent, N. Y.

KENTUCKY.

Harrodsburg. Democrat. Put it on your 1905 list; 3c. per 1,000; Al. Proven av. cir., \$2,552.

Lexington. Leader. Av. '04, esp. 4,041. Sun. \$597, Aug., '05, esp. 4,543. E. Katz, Spec. Agt.

Louisville. Times. Daily average year ending June 30, 1905, 56,025 (©). Beckwith Agency, Rep.

Paducah. Journal of Labor, why—Accepts only the best class of advertising and brings results from the best class of wage-workers.

Paducah. The Sun. Average for April, 1904, \$2,626.

LOUISIANA.

New Orleans. Item, official journal of the city. Av. cir. first eight months 1905, 22,095.

MAINE.

Augusta. Comfort, mo. W. H. Gannett, pub. Actual average for 1904, 1,369, 641.

Augusta. Kennebec Journal, dy. and wy. Average daily, 1904, 6,544. weekly, 2,486.

Bangor. Commercial. Average for 1904, daily \$991, weekly 28,857.

Dover. Piscataquis Observer. Actual weekly average 1904, 1,915.

Lewiston. Evening Journal, daily. Aver. for 1904, 7,524 (©©), weekly 17,450 (©©).

Phillips. Maine Woods and Woodman, weekly. J. W. Brackett Co. Average for 1904, 8,180.

Portland. Evening Express. Average for 1904, daily 12,166. Sunday Telegram, 5,476.

MARYLAND.

Baltimore. American, dy. Aver. to June 30, '05, 64,065. Sun., 58,818. No return privilege.

Baltimore. News, daily. Evening News Publishing Company. Average 1904, 52,754. For November, 1905, 61,460.



The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of *Rosell's American Newspaper Directory*, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS.

Boston. Evening Transcript (©). Boston's tea table paper. Largest amount of week day adv.

Boston Globe. Aver. to Oct. 1, 1905, daily, 195,619. Sunday, 301,425. "Largest Circulation Daily of any two cent paper in the United States. 100,000 more circulation than any other Sunday paper in New England." Advertisements go in morning and afternoon editions for one price.

★ The absolute correctness of the latest circulation rating accorded the Boston Globe is guaranteed by the publishers of the *American Newspaper Directory*, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Boston. Post. Average Oct., 1905, daily 266,913; 1904, 219,731. *Boston Sunday Post*, average Oct., 1905, 196,530; 1904, 179,265. Largest daily circulation for 1905 in all New England, whether morning or evening, or morning and evening editions combined. Second largest Sunday circulation in New England. Daily rate, 20 cents per agate line, flat, run-of-paper; Sunday rate, 10 cents per line. The best advertising propositions in New England.

Circulation of the Boston Daily Post and the Boston Sunday Post, day by day, for the month of November, 1905:

NOV.	SUNDAY	DAILY.
1.....		231,000
2.....		233,550
3.....		233,300
4.....		242,960
5.....	196,700	
6.....		271,660
7.....		241,970
8.....		300,110
9.....		245,800
10.....		243,080
11.....	198,500	
12.....		245,150
13.....		259,100
14.....		245,180
15.....		244,100
16.....		276,800
17.....		242,370
18.....	201,100	
19.....		212,900
20.....		242,000
21.....		241,040
22.....		238,700
23.....		255,200
24.....		239,030
25.....	202,925	
26.....		262,000
27.....		236,850
28.....		235,100
29.....		254,180
30.....		
Total, Daily Post, 26 days		6,440,420
Total, Sunday Post, 4 days	799,225	
Daily Average,		247,708
Sunday Average,		199,806
November 30, 1905.		

Fall River. News. Largest circ'n. Daily av. '04, 6,952 (3). *Robt. Tomes Rep.*, 110 Nassau St., N.Y.

Springfield. Farm and Home. National Agricultural semi-monthly. Total paid circulation, 272,564. Distributed at 59,164 postoffices. Eastern and Western editions. All advertisements guaranteed.

Springfield. Good Housekeeping, mo. Average first 6 mos. 1905, 298,420. No issue less than 200,000. All advertisements guaranteed.

Springfield. New England Homestead. Only important agricultural weekly in New England. Paid circulation, 40,000. Reaches every post-office in Mass., R. I. and Conn., and all in Vermont, New Hampshire and Maine, except a few in the woods. All advertisements guaranteed.

Worcester. Evening Post, daily. Worcester Post Co. Average for 1904, 12,617.

Worcester. L'Opinion Publique, daily (©). Paid average for 1904, 4,732.

MICHIGAN.

Grand Rapids. Herald. Average daily issue last six months of 1904, 28,661. Only morning and only Sunday paper in its field. Grand Rapids (pop. 100,000) and Western Michigan (pop. 750,000).

Grand Rapids. Evening Press, dv. Average 1904, 44,507. Average 6 mos. 1905, 46,087.

Jackson. Patriot, morning. Actual daily average for 1904, 5,158. Av. Sept., 1905, 5,557.

Kalamazoo. Evening Telegraph. First 6 mos. 1905, dv. 10,128. June, 10,174. s-w. 9,685.

Kalamazoo. Gazette, dv. 6 mo. end'g Sept., '05, 11,502; Oct., 12,005. Larg. circ. by 4,500.

Saginaw. Courier-Herald, daily, Sunday. Average 1904, 10,255; November, 1905, 15,551.

Saginaw. Evening News, daily. Average for 1904, 14,516. November, 1905, 18,102.

Sault Ste. Marie. Evening News, daily. Average, 1904, 4,212. Only daily in the two Soos.

MINNESOTA.

Minneapolis. Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1904, 56,814.

Minneapolis. Farm, Stock and Home, semi-monthly. Actual average 1904, 79,750. Actual average first six months 1905, 86,295.

★ The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

Minneapolis. Journal, daily. Journal Printing Co. aver. for 1905, 57,039; 1904, 64,828; first 10 mos. 1905, 67,428. Oct., 1905, 67,847.

★ The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

Minneapolis. Svenska Amerikaniska Posten. Swan J. Turnblad, pub. 1904, 52,065.

Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minnesota daily. Daily average for 6 mos. to Oct. 1, 1904, 99,478. Sunday, 75,925.

★ The Evening Tribune is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. The carrier-delivery of the daily Tribune in Minneapolis is many thousands greater than that of any other newspaper. The city circulation by Am. News alone exceeds 40,000 daily. The paper Directory. Tribune is the recognized Want Ad paper of Minneapolis.

St. Paul. The Farmer, s-mo. Rate, 35c. per line, with discounts. Circulation for six months ending November, 1904, 90,417.

St. Paul. Volkszeitung. Actual average 1904, dy. 12,685. w. 28,657. Sonntagsblatt 28,640.

MISSISSIPPI.

Hattiesburg. Progress, ev'g. Av. dv. circ., y'r end'g Jan., 1905, 2,175. Pop. 14,000, and growing.

MISSOURI.

Clinton. Republican. W'y. av. last 6 mos. 1903, 2,840. D'y. est. Apr., '04; av. last 6 mos. '04, 500.

Kansas City. Journal, d'y and w'y. Average for 1904, daily 64,114, weekly 199,590.

Joplin. Globe, daily. Average 1904, 12,046. Oct., '05, 12,874. E. Katz, Special Agent, N. Y.

St. Joseph. News and Press. Circ. 1st 6 mos. 1904, 55,522. Smith & Thompson, East. Rep.

St. Louis. National Druggist. mo. Henry R. Strong, Editor and Publisher. Average for 1904, 8,080 (C). Eastern office, 50 Maiden Lane.

St. Louis. National Farmer and Stock Grower, monthly. Average for 1904, 68,553; average for 1903, 106,628; average for 1904, 104,750.

MONTANA.

Butte. Inter-Mountain. Sworn average daily circulation 1904, 15,678. Beckwith Sp. Agency.

NEBRASKA.

Lincoln. Daily Star, evening and Sunday morning. Actual daily average for 1904, 15,259. For March, 1905, 16,562. Only Nebraska paper that has the Guarantee Star.

Lincoln. Deutsch-American Farmer. weekly. Average year ending January, 1905, 146,567.

Lincoln. Freie Press, weekly. Actual average for year ending January, 1905, 149,251.

Lincoln. Journal and News. Daily average 1904, 26,258; February, 1905, average, 28,055.

NEW HAMPSHIRE.

Nashua. Telegraph. The only daily in City. Sworn aver. for Sept. and Oct., 1905, 4,204.

NEW JERSEY.

Elizabeth. Journal. Av. 1904, 5,522; first 6 mos. 1905, 6,518; 3 mos. to Aug. 1, 6,604.

Jersey City. Evening Journal. Average for 1904, 21,106. First 6 mos. 1905, 22,555.

Newark. Evening News. Evening News Pub. Co. Average for October, 1905, 60,694.

NEW YORK.

Albany. Evening Journal. Daily average for 1904, 15,358. It's the leading paper.

Albany. Times-Union. every evening. Est. 1854. Av. for '04, 50,487; Jan. Feb. & Mar., '05, 55,594.

Binghamton. Evening Herald, daily. Herald Co. Aver. for year end. June, 1905, 12,289 (*).

Buffalo. Courier, morn. Av. 1904, Sunday 79,882; daily 50,940; Enquirer, even., 22,702.

Buffalo. Evening News. Daily average 1904, 89,457; 1st six months, 1905, 95,281.

Catskill. Recorder, weekly. Harry Hall, editor. Av. yr. endg. Nov., '05, 2,796; Nov., 2,866.

Corning. Leader. evening. Average, 1904, 6,388. First quarter 1905, 6,432.

Cortland. Democrat, Fridays. Est. 1840. Aver. 1904, 2,296. Only Dem. paper in county.

Glens Falls. Morning Star. Average circulation, 1904, daily 2,292.

Hornellsville. Morning Times. Average 4,188 for year ending July, 1905; 39 R. F. D.'s.

Mount Vernon. Daily Argus. Average 1904, 2,918. Westchester County's leading paper.

Newburgh. News, daily. Av. 9 mos. '05, 5,129. \$200 more than all other Newburgh papers combined.

New York City.

American Magazine (Leslie's Monthly). Present aver. circulation, 256,108.

Army & Navy Journal. Est. 1863. Actual weekly average for all issues, 1904, 9,271 (C). Only Military paper awarded "Gold Marks."

New York. American Agriculturist. Best farm and family agricultural weekly in Middle and Southern States. Circulates 100,000 copies weekly, of which 95,468 are actual paid subscribers, as per count of June 1, 1905. The extraordinary character and purchasing power of its readers is emphasized by the fact that AMERICAN AGRICULTURIST'S subscribers in New York include every postoffice in the State. In New Jersey it goes to 75 of all the postoffices; in Delaware 875, in Pennsylvania 745, in Ohio 805, and to 300 of the postoffices in the Southern States. All advertisements guaranteed.

Washington. D. C. Army and Navy Register. Illustrated weekly. Established 1876. Average net paid circulation first 26 weeks 1905, 8,588.

Bakers Review monthly. W. R. Gregory Co. publishers. Actual average for 1904, 4,900.

Bensinger's magazine, family monthly. Bensinger Brothers, Average for 1904, 27,925, present circulation, 50,000.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1904, 25,662 (C).

Gaelic American, weekly. Actual average for 1904, 8,179; for 23 weeks in 1905, 25,150.

Haberdsasher, mo. est. 1881. Actual average for 1904, 7,000. Binders' affidavit and Post Office receipts distributed monthly to advertisers.

Hardware Dealers' Magazine, monthly. In 1904, average issue, 17,500 (C). D. T. MALLETT, Pub., 253 Broadway.

Leslie's Weekly. Actual aver. year end. Aug. 1904, 69,077. Pres. av. over 55,000 weekly.

Music Trade Review, music trade and art weekly. Average for 1904, 5,509.

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1903, 11,001. Actual weekly average for 1904, 14,918. Actual weekly average for eleven months ending June 28, 15,769 copies.

Pocket List of Railroad Officials, qly. Railroad & Transp. Av. 1905, 17,992; 1904, 19,547.

The People's Home Journal. 525,166 monthly. Good literature, 452,553 monthly, average circulation for 1904—all to paid-in-advance subscribers. F. M. Lupton, publisher.

The Wall Street Journal. Dow, Jones & Co., pub. Daily average first 6 months, 1905, 12,916.

The World. Actual aver. for 1904, Morn., 202,825. Evening, 279,725. Sunday, 455,484.

The Tea and Coffee Trade Journal. Average circulation for year ending November, 1905, 5,876 (C); November, 1905, issue, 5,480 (C).

Rockester. Case and Comment, mo. Law. Av. for 1904, 20,000; 5 years' average, 50,105.

Schenectady, Gazette, daily. A. N. Decty. Actual average for 1903, 11,625, 1904, 12,574.

Syracuse. Evening Herald, daily. Herald Co. pub. *Aver.* 1904, \$5.648, Sunday \$9.161.

Utica. National Electrical Contractor, mo. *Average for 1904, 2,625.*

Utica. Press, daily. Otto A. Meyer, publisher. *Average for 1904, 14,379.*

NORTH CAROLINA.

Charlotte. Observer. North Carolina's foremost newspaper. *Actual daily aver.* 1904, 6,148. Sunday, 8,408, semi-weekly, 4,496.

OHIO.

Ashtabula. American Sanomat. Finnish. *Actual average for 1904, 10,956.*

Cleveland. Plain Dealer. Est. 1841. *Actual daily average 1904, \$9.460; Sunday 68.198. Nov., 1905, 78,804 daily; Sunday, 79,986.*

Dayton. Herald, evening. Circ., 1904, 18,280. Largest in Dayton, paid at full rates.

Youngstown. Vindicator. D'y av. '04, 12,020. LaCote & Maxwell, N.Y. & Chicago.

Zanesville. Times-Recorder. Sworn av. 1st 6 mos. 1905, 10,427. Guar'd double nearest competitor and 50% in excess combined competitors.

OKLAHOMA.

Oklahoma City. The Oklahoman. 1904 aver. 8,104. Oct. 1905, 11,558. E. Katz, Agent, N.Y.

OREGON.

Portland. Oregon Daily Journal. *Actual average for Nov., 1905, 23,359.*

PENNSYLVANIA.

Chester. Times, ev'g d'y. *Average 1904, 7,939. N. Y. office, 230 B'way. F. R. Northrup, Mgr.*

Eric. Times, daily. *Aver. for 1904, 14,257. November, 1905, 15,711. E. Katz, Sp. Ag., N.Y.*

Harrisburg. Telegraph. Sworn av., Oct. 18-616. Largest paid circulat'n in E'g, or no pay.

Philadelphia. Confectioners' Journal. mo. Av. 1904, 5,004; av. 1st 6 mos. 1905, 5,430 (©).

THE PHILADELPHIA BULLETIN

is larger than that of any daily newspaper published in the State of Pennsylvania.

NET DAILY AVERAGE FOR
NOVEMBER:

206,949 COPIES A DAY

"The Bulletin's" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. MCLEAN, Publisher.

Philadelphia. German Daily Gazette. *Aver. circulation 1st 6 mos., 1905, daily 50,996; Sunday 40,155; sworn statement. Cir. books open.*

Philadelphia. The Press is a Gold Mark (©) Newspaper, a Roll of Honor Newspaper, and a Guaranteed Star Newspaper, the three most desirable characteristics for any Newspaper. Circulation, daily average 1904, 118,244.

The Evening Telegraph

READ EVERYWHERE IN
PHILADELPHIA.

OCTOBER CIRCULATION

The following statement shows the actual circulation of THE EVENING TELEGRAPH for each day in the month of October, 1906:

1.....Sunday	17.....164,128
2.....170,868	18.....168,967
3.....170,836	19.....160,684
4.....173,163	20.....160,564
5.....170,610	21.....164,120
6.....176,145	22.....Sunday
7.....170,584	23.....168,446
8.....Sunday	24.....159,558
9.....190,071	25.....158,213
10.....184,139	26.....157,770
11.....167,016	27.....157,809
12.....179,529	28.....164,332
13.....173,389	29.....Sunday
14.....177,563	30.....157,063
15.....Sunday	31.....166,805
16.....167,020	

Total for 26 days, 4,358,481 copies.

NET AVERAGE FOR OCTOBER,

167,633 copies per day

BARCLAY H. WARBURTON, President.
PHILADELPHIA, November 6, 1906.

Philadelphia. Farm Journal, monthly. Wilmer Atkinson Company, publishers. *Average for 1904, \$98,880. Printers' Ink* regarded the seventh Sugar Bount to Farm Journal with this inscription:

"Awarded June 25th, 1903, by 'Printers' Ink,' 'The Little Schoolmaster' in the Art of 'advertising to the Farm Journal' after a canvassing 'of merits extending over a period of half a year, that paper, among all those published in the United States, has been pronounced the one that best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns.'"

Pittsburg. Labor World, w'y. Av. 1904, 22,618. Reaches best paid class of workmen in U. S.

THE PITTSBURG POST,



the largest daily (morning) and Sunday circulation in the city of Pittsburgh, has never made use of premiums or gift enterprises as circulation getter. It goes to the home of the buyer. The Western Pennsylvania field cannot be covered without the Post. Objectionable advertising is excluded from its columns. Circ., dy. 60,026, S. 71,255.



West Chester. Local News, daily. W. H. Hodgson, *Average for 1904, 12,180 (©). In its field, Independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.*

Williamsport. Grit. America's Greatest Weekly. Av. first 3 mos. 1905 255,756. Smith & Thompson, Heps., New York and Chicago.

York. Dispatch, daily. *Average for 1904, 8,974. Enters two-thirds of York homes.*

RHODE ISLAND.

Pawtucket. Evening Times. Average for six months ending June 30th, 1905, 16,815.

Providence. Daily Journal, 17,290 (©). Sunday, 20,486 (©). Evening Bulletin 27,556 average 1904. Providence Journal Co. pub.

Westerly. Sun. Geo. H. Utter, pub. Aver. '04, 4,450. Largest circulation in So. Rhode Island.

SOUTH CAROLINA.

Charleston. Evening Post. Actual dy. average for first eight months 1905, 4,265.



Columbia. State. Actual average for 1905, daily 8,164 copies (©); semi-weekly, 2,251. Sunday 9,417 (©). Act. aver. July to Oct. 23, '05, daily 10,076; Sunday 11,266.

TENNESSEE.



Knoxville Journal and Tribune. Daily average year ending Jan. 31, 1905, 15,060 (3). Weekly average 1904, 14,515.

One of only three papers in the South, and only paper in Tennessee awarded the Guarantee Star. The leader in news, circulation, influence and advertising patronage.

Knoxville. Sentinel. Av. '04, 11,482. Led nearest competitor 11,000 in advertising, '05, 6 days vs. 7.

Memphis. Commercial Appeal. daily. Sunday, weekly. Average 1st 3 mos. 1905, daily 29,120. Sunday, 55,497. weekly, 81,852. Smith & Thompson, Representatives N. Y. & Chicago.

Nashville. Banner. daily. Aver. for year 1905, 16,772; for 1904, 20,705. Average March, April, May, 1905, 21,587.

TEXAS.

Denton. Record and Chronicle. Daily av. 1904, 216. Weekly av. 2,775. The daily and weekly reach nearly 50 per cent of the tax paying families of Denton county.

El Paso. Herald. Av. '04, 4,211; June '05, 5,090. Merchants' canvass showed HERALD in 80% of El Paso homes. Only El Paso paper eligible to Roll of Honor. J. P. Smart, 150 Nassau St., N. Y.

San Angelo. Standard, weekly. Average for 1904, 2,909.

VERMONT.

Barre. Times, daily. F. R. Langley. Aver. 1904, 2,161, for six months, 1905, 2,565.

Burlington. Daily News, evening. Actual daily average 1904, 6,018; last 6 mos., 6,625; last 3 mos., 7,024; last month, 7,547.

Burlington. Free Press. Daily av. '05, 5,566, '04, 6,682. Largest city and State circulation. Examined by Assoc'n of American Advertisers.

Rutland. Herald. Average 1904, 5,527. Average 3 months ending June 1, 1905, 4,181.

St. Albans. Messenger, daily. Actual average for 1904, 2,160.

VIRGINIA.

Norfolk. Dispatch, 1904, 9,400; 1905, June 11, 542; July, 11,944. August, 15,071.

Norfolk. Landmark (©). Leading home paper. Circ. genuine. No pads. VanDoren, Sp'l.

Richmond. News Leader, afternoons. Actual daily average 1904, 28,575 (see American Newspaper Directory). It has no equal in pulling power between Washington and Atlanta.



Richmond. Times-Dispatch, morning.

Actual daily average year ending December, 1904, 20,173. High price circulation with no waste or duplication. Ninety per cent of Richmond homes. The State paper.

WASHINGTON.

Olympia. Recorder. Daily av. 1904, 2,280; weekly, 1,465. Only paper with tele. reports.

Tacoma. Ledger. Dy. av. 1904, 14,564; Sy., 18,475; wy., 9,524. Aver. 6 mos., ending June 30, 1905, Daily, 15,159. Sunday, 19,771.

Tacoma. News. Daily average 5 months ending May 31, 16,227. Saturday issue, 17,495.

WEST VIRGINIA.

Parkersburg. Sentinel, daily. R. E. Hornor, pub. Average for 1904, 2,320.

Wheeling. News. Daily paid circ., 11,517 (3). Sun-day paid circ., 11,958 (3). For 12 months up to April 1, 1905. Guarantees a paid circulation equal to any other two Wheeling papers combined.

WISCONSIN.

Milwaukee. Evening Wisconsin. Dy. At 1904, 26,201; Oct., 1905, 26,201 (©).

Milwaukee. Journal, daily. Journal Co. pub. Yr. end. Nov., 1905, 40,250, Nov., 1905, 41,655.

Oshkosh. Northwestern, daily. Average for 1904, 7,251. First eight months 1905, 7,605.



Wisconsin. Agriculturist. Racine. Wis., Weekly. Estab. 1871. The only Wisconsin paper whose circulation is guaranteed by the American Newspaper Directory. Actual average for 1905, 25,181; for 1904, 27,254; for year ended July 31, 1905, 40,192. N. Y. Office. Temple Court. W. C. Richardson, Mgr.

WYOMING.

Cheyenne. Tribune. Actual daily average for first six months of 1905, 4,580.

BRITISH COLUMBIA.

Vancouver. Province, daily. Average for 1904, 7,436; Nov., 1905, 8,957. H. DeClérque, U. S. Rep., Chicago and New York.

Victoria. Colonist, daily. Colonist & P. Co. Aver. for 1903, 2,695; for 1904, 4,256 (3).

MANITOBA. CAN.

Winnipeg. Free Press, daily and weekly. Average for 1904, daily, 25,692; weekly, 15,501. Daily, October, 1905, 51,550.

NEW BRUNSWICK. CAN.

St. John. Star. Actual daily average for October, November, December, 1904, 6,091.

NOVA SCOTIA. CAN.

Haltfax. Herald (©) and Evening Mail. Circulation, 1904, 15,688. Flat rate.

ONTARIO. CAN.

Toronto. Canadian Implement and Vehicle Trade, monthly. Average for 1904, 6,000.

Toronto. The News. Sworn daily average first nine months 1905, 28,858. Rate 3½¢. flat. Largest circulation of any evening paper published in Ontario.

Toronto. Ev. Telegram. Dy. av. 1904, 21,884. Aug., '05, 28,808. Perry Lukens, Jr., N. Y. Rep.

Toronto. Star, daily. Daily average first nine months 1905, 28,057.

QUEBEC. CAN.

Montreal. Herald, daily. Est. 1908. Actual aver. daily 1904, 25,350 weekly, 18,836.

Montreal. La Presse. La Presse Pub. Co. Ltd., publishers. Actual average 1904, daily 80,259; Av. Mar., '05, 95,826. Sat., 115,522.

Montreal. Star. dy. & wy. Graham & Co. Av. for 12 mos. dy., 55,127. wy., 132,269. Av. for 1904, dy., 56,795. wy., 125,240.

Sherbrooke. Daily Record. Average first six months, 1905, 5,820; November, 1905, 6,555.

(◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 23,146 publications listed in the 1906 issue of Rowell's American Newspaper Directory, one hundred and twelve are distinguished from all the others by the so-called gold marks (◎◎).

Announcements under this classification, from publications having the gold marks in the Directory, cost 20 cents per line per week, two lines (the smallest advertisement accepted) cost \$20.00 for a full year, 10 per cent discount, or \$18.72 per year spot cash, if paid wholly in advance.

WASHINGTON, D. C.
THE EVENING AND SUNDAY STAR (◎◎). Reaches 90% of the Washington homes.

GEORGIA.
ATLANTA CONSTITUTION. Aug., 1906. Daily 40,725 (◎◎). Sunday 60,102, Weekly 107,925.

THE MORNING NEWS (◎◎). Savannah, Ga. A good newspaper in every sense; with a well-to-do clientele, with many wants and ample means. Only morning daily within one hundred miles.

ILLINOIS.
GRAIN DEALERS JOURNAL (◎◎). Chicago. Largest circulation; best in point of quality.

BAKERS' HELPER (◎◎). Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

KENTUCKY.
LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

MASSACHUSETTS.
BOOT AND SHOE RECORDER, Boston (◎◎). greatest trade paper; circulation universal.

BOSTON PILOT (◎◎), every Saturday. Roman Catholic. Patrick M. Donahoe, manager.

BOSTON EVENING TRANSCRIPT (◎◎). established 1839. The only gold mark daily in Boston.

TEXTILE WORLD RECORD (◎◎). Boston. Is the "bible" of the textile industry. Send for booklet, "The Textile Mill Trade."

WORCESTER L'OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

MINNESOTA.
NORTHWESTERN MILLER (◎◎). Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

NEW YORK.
BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

THE POST EXPRESS (◎◎). Rochester, N. Y. Best advertising medium in this section.

ARMY AND NAVY JOURNAL (◎◎). First in its class in circulation. Influence and prestige.

THE CHURCHMAN (◎◎). Est. 1844; Saturdays; Protestant-Episcopal. 47 Lafayette Place.

VOGUE (◎◎), the authority on fashions. Ten cents a copy; \$4 a year. 11-15 E. 24th St., N. Y.

THE IRON AGE (◎◎), established 1855. The recognized authority in its representative fields.

ENGINEERING NEWS (◎◎).—The leading engineering paper in the country.—Press, Cleveland. E. News prints more transient ads than all other technical papers; 1½ & 5c. a word. Try it.

HARDWARE DEALERS' MAGAZINE. In 1904, average issue, 17,500 (◎◎). D. T. MALLATT, Pub., 285 Broadway, N. Y.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the New York HERALD first.

ELECTRICAL WORLD AND ENGINEER (◎◎) established 1874; covers foreign and domestic electrical purchasers; largest weekly circulation.

CENTURY MAGAZINE (◎◎). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

NEW YORK TRIBUNE (◎◎), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

THE NEW YORK TIMES (◎◎).—The combined buying capacity of its readers is greater than that of any other daily newspaper in this country. More display advertising than any other New York newspaper. Over 100,000 metropolitan circulation. "All the News That's Fit to Print."

OHIO.
CINCINNATI ENQUIRER (◎◎). Great— influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N.Y.—Chicago.

PENNSYLVANIA.
"THE PHILADELPHIA PRESS" is a Gold Mark (◎◎) Newspaper, a Roll of Honor Newspaper, and a Guaranteed Star Newspaper, the three most desirable characteristics for any Newspaper. Circulation, daily average 1904, 113,242.

THE PUBLIC LEDGER (◎◎)—Independence Hall and Public Ledger are Philadelphia's landmarks; only paper allowed in thousands of Philadelphia homes. Circulation now larger than in 70 years. Over 110,000 more advertisements April 1 to Nov. 1, 1905, than same period 1904.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburgh field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

SOUTH CAROLINA.
THE STATE (◎◎), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA.
THE NORFOLK LANDMARK (◎◎) is the home paper of Norfolk, Va. That speaks volumes.

WISCONSIN.
THE MILWAUKEE EVENING WISCONSIN (◎◎), the only gold mark daily in Wisconsin. Less than one thousand of its readers take any other Milwaukee afternoon newspaper.

CANADA.
THE HALIFAX HERALD (◎◎) and the EVENING MAIL. Circulation 15,683, flat rate.

Speaking of Gold Mark Circulation,

IT IS LIMITED TO ONE PERIODICAL IF
THE ADVERTISER WISHES TO REACH THE

Architects (nationally) —
Builders and Contractors (nationally) —
Building Engineers (nationally) —
Owners of Fine Residences (nationally) —
Members and Directors of Building
Committees (nationally) —
Travelers interested in Architecture (nationally) —
Artists and Craftsmen interested in
Architecture (nationally) —
Purchasers of Art Furniture and High
Grade Equipment (nationally) —

AND THAT PERIODICAL IS

The Only "GOLD MARK" Architectural Periodical,

The Architectural Record

() () ()

() () ()

"The National Architectural Monthly."

It is The only Architectural publication that "goes
everywhere" —

The only Architectural publication that positively guarantees
its circulation as part of its contracts with advertisers —

The only Architectural magazine of the highest grade —

The only Architectural magazine that is conducted upon purely
literary, artistic and professional principles —

The only Architectural magazine that has a "general" as well
as a "professional" circulation —

The only Architectural magazine that has a "professional"
as well as a "general" circulation.

THE ARCHITECTURAL RECORD COMPANY

14-16 Vesey Street, New York
511 Monadnock Bldg., Chicago

THAT THE
NEW YORK
TRIBUNE (©©)

HAS RECEIVED THE SEAL OF



is evidenced by a growth of Advertising which is believed to be **UNEQUALLED BY ANY** other Daily Newspaper.

For the period of one year, ending November 30, 1905,

THE NEW YORK

DAILY AND SUNDAY
TRIBUNE

PRINTED

ONE MILLION,
FIFTY-EIGHT THOUSAND,
FIVE HUNDRED AND THIRTY-FOUR
LINE OF ADVERTISING

(excluding Tribune Advertisements)

MORE THAN DURING THE
PRECEDING TWELVE MONTHS.

1,058,534

ADVERTISING THAT PAYS, GROWS.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which it Appears.

Advertisements under this heading, from papers of the requisite grade and class, cost twenty cents per line per week. Under a YEARLY contract, two lines (the smallest advertisement accepted) cost \$20.80 for a full year, ten per cent discount, or \$18.72 spot cash, if paid wholly in advance.

COLORADO.

THE Denver POST, Sunday edition, Dec. 3, 1900, contained 5,376 different classified ads a total of 108,210 columns. The POST is the big Want medium of the Rocky Mountain region. The rate for Want advertising in the POST is 5c. per line each insertion, seven words to the line.

CONNECTICUT.

MERIDEN, Conn.. RECORD covers field of 50,000 population; working people are skilled mechanics. Classified rate, cent a word a day, five cents a word a week. "Agents Wanted," etc., half cent a word a day.

DISTRICT OF COLUMBIA.

THE EVENING and SUNDAY STAR, Washington, D. C. (© ®), carries DOUBLE the number of WANT ADS of any other paper. Rate 1c. a word.

ILLINOIS.

THE DAILY NEWS is Chicago's "Want ad" Directory.

THE Campaign NEWS is the leading Want ad medium of Central Eastern Illinois.

PEORIA (Ill.) JOURNAL reaches over 13,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

INDIANA.

THE MARION LEADER is recognized as the best result getter for want ads.

THE Terre Haute STAR carries more Want ads than any other Terre Haute paper. Rate, one cent per word.

THE Muncie STAR is the recognized Want ad medium of Muncie. It prints four times as much classified advertising daily as all other Muncie dailies combined.

THE Indianapolis NEWS during the year 1904 printed 133,397 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 273,730 separate paid Want ads during that time.

THE Star League, composed of Indianapolis STAR, Muncie STAR and Terre Haute STAR; general offices Indianapolis. Rate in each one cent per word; combined rate, two cents per word.

DURING the month of October, 1904, the Indianapolis STAR published 55,870 lines of classified advertising. In October, 1905, it published 58,714 lines, a gain of 2,844 lines. Its Want ads did not pay; the report would have been different.

IOWA.

THE Des Moines CAPITAL guarantees the largest circulation in the city of Des Moines of any daily newspaper. It is the want ad medium of Iowa. Rate, one cent a word. By the month, 21 per line. It is published six evenings a week, Saturday the big day.

THE Des Moines REGISTER and LEADER, only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore NEWS carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

25 CENTS for 30 words, 5 days. DAILY ENTERPRISE, Brockton, Mass., carries solid page Want ads. Circulation exceeds 10,000.

THE BOSTON EVENING TRANSCRIPT is the leading educational medium in New England. It prints more advertisements of schools and instructors than all other Boston dailies combined.

BOSTON GLOBE, daily and Sunday, first ten months of 1905, printed a total of 382,916 classified ads, and there were no trades, deals or discounts. This was a gain of 7,076 "want" ads over the same period of 1904, and was 126,776 more than any other Boston paper carried during the first ten months of 1905.

MICHIGAN.

SAGINAW COURIER-HERALD (daily), only Sunday paper; result getter; circulation in excess of 15,000; 1c. word; 5c. subsequent.

MINNESOTA.

THE Minneapolis JOURNAL carried over 49 per cent more Want ads during August, 1905, than any other Minneapolis daily. No free Wants and no objectionable Wants. Circulation, 1905, 67,039; 1904, 64,333; first 9 months 1905, 67,000; September, 68,043.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis and has been for many years. It is the oldest Minneapolis daily and has over 100,000 subscribers, which is 30,000 odd each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day), no free ads; price covers both morning and evening issues. No other Minneapolis daily carries anywhere near the number of paid Want advertisements or the amount in volume.

THE ST. PAUL DISPATCH IS ALL YOU NEED in St. Paul for Want Ads. It carries more advertising than all other St. Paul mediums combined. The sworn average daily circulation of the St. Paul DISPATCH for August, 1905, was 61,932. It is the only newspaper of its circulation in St. Paul or Minneapolis that charges full rates for all classifications of want ads. The August want advertising shows an average daily increase of 706 lines over same month in 1904. Seven telephone trunk lines assist in receiving this classified business.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 1c.

MONTANA.

THE Absconda STANDARD is Montana's great "Want Ad" medium; 1c. a word. Average circulation (1904), 11,359. Sunday, 13,756.

NEBRASKA.

LINCOLN JOURNAL AND NEWS, combined circulation over 27,000. Cent a word.

THE Lincoln DAILY STAR, the best "Want Ad" medium at Nebraska's capital. Guaranteed circulation exceeds 16,000 daily. Rates, 1 cent per word. Sunday Want ads receive extra insertion in Saturday afternoon edition if copy is received in time. DAILY STAR, Lincoln, Neb.

NEW JERSEY.

ELIZABETH DAILY JOURNAL—Leading Home paper; 10 to 24 pages. Only "Want" Medium. Cent-a-word. Largest circulation.

NEWARK, N. J. FREE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word, 5 cents per month.

NEW YORK.

THE EAGLE has no rivals in Brooklyn's classified business.

THE POST-EXPRESS is the best afternoon Want ad-medium in Rochester.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

BUFFALO NEWS with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE TIMES-UNION, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ads, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line. Sample copies, ten cents.

NORTH DAKOTA.

GRAND FORKS HERALD. Circ. Sept. '05, 6,515. Examination by A. A. A. June '06. Biggest Daily in N. D. La Coste & Maxwell, N. Y. Rep's.

OHIO.

YOUNGSTOWN VINDICATOR—Leading "Want" medium. 1c. per word. Largest circulation.

THE MANSFIELD NEWS publishes daily more Want ads than any other 20,000 population newspaper 200 words or less 3 consecutive times or less, 10c.; one cent per each additional word.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 11,858. Publishes more Wants than any four Okla. competitors.

SOUTH CAROLINA.

THE Columbia STATE (20c) carries more Want ads than any other S. C. newspaper.

PENNSYLVANIA.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper.

WILKES-BARRE LEADER, best business getter in the prosperous anthracite coal regions. Largest afternoon circulation.

WHY DON'T YOU PUT IT IN THE PHILADELPHIA BULLETIN?

Want Ads. in **THE BULLETIN** bring prompt returns, because "in Philadelphia nearly everybody reads **THE BULLETIN**." Net paid daily average circulation for November 306,919 copies per day. (See Roll of Honor column.)

When in Doubt Follow the Wants

You cannot go wrong if you put your advertisement in the newspaper that carries the "wants" of the city in which it is printed.

THE GERMAN DAILY GAZETTE, Philadelphia, carries more wants than all other local German dailies combined, and more than any other German publication in this country, excepting one. Daily sworn circulation—1904—49,083. **HOWARD C. STORY**, Foreign Representative.

VIRGINIA.

THE NEWS LEADER, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (\$8,576 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified advts., one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words; no display.

CANADA.

THE Halifax HERALD (20c) and the MAIL—Nova Scotia's recognized Want ad medium.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 95,325. Saturdays 113,592—sworn to.) Carries more want ads than any French newspaper in the world.

THE DAILY TELEGRAPH, St. John, N. B., is the 1. want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. **THE** FAMILY HERALD AND WEEKLY STAR carries more Want advertisements than any other weekly paper in Canada.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in Western Canada combined. Moreover, the FREE PRESS carries a larger volume of general advertising than any other daily paper in the Dominion.

BRITISH COLUMBIA.

VICTORIA COLONIST. Oldest established paper (1857). Covers entire Province. Greatest Want Ad medium on the Canadian Pacific Coast.

The new mail-order catalogue of the McCurdy & Norwell Co. of Rochester, New York, is a well-printed book of 300 pages, entitled "Modern Merchandizing." The first dozen pages, containing general instructions, are carefully prepared and give the intending purchaser all possible information about terms, shipments, freight rates, remittances, etc.

PEOPLE are not estimated by the number of words they say. Parrots prate and chatter, but they have more voice than brain.—*Real Estate*.

Special Issue of

For the main purpose of securing new subscribers to the little S
be issued on *January 24, 1906; Press Day,*

Real Estate Dealers

THERE are many real estate firms on the subscrip-
tion books of PRINTERS' INK, and none renew
their expirations with more promptness than they.
None show a keener interest in the paper, as
manifested by their frequent suggestions and letters of
commendation. Real estate men have been converted to
advertising all over the country, and the leaders among
them recognize sane publicity as the greatest means to
profitably connect buyer and seller. And why should it
not be so? The good newspaper in the East, West, North
and South will quickly reach home-seekers or investors in
every part of the country, and in many cities there are
newspapers that have special display or want ad pages
wholly devoted to real estate advertisements.

The real estate business is one of the most gigantic
factors in the country, and its importance and growth is
keeping pace with the expansion and prosperity of cities
and States.

The above special issue will go to responsible real
estate men in every State and Territory of the United
States not now subscribers to PRINTERS' INK, making a total
edition of PRINTERS' INK for that date of not less than

49,000 Copies at the regular rates quoted below.

CHARLES J. ZINGG, Business M

OF PRINTERS' INK

to the Little Schoolmaster, the following special edition will
 Press Day, January 17, 1906.

to be
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ADVERTISEMENTS are solicited for this issue from first-class daily and other publications all over the country. This edition is the most effective and low-priced investment for good papers that the Little Schoolmaster has perhaps ever offered. Daily papers that have already an established real estate patronage, and those which want to secure it, cannot afford to overlook the advantages of this special edition.

ADWRITERS, makers of novelties and office supplies, printers, engravers, half-tone makers, and all others who have a proposition which interests real estate men, can use this edition to bring their announcement before an audience at once responsive and responsible. It is a real business opportunity.

Press Day, January 17, 1906.

ADVERTISING RATES.— 20 cents a line ; \$3 one inch ; \$10 quarter page ; \$20 half page ; \$40 whole page. For advertisements in specified position, if wanted, double the above quoted price is charged.

*Five per cent discount may be deducted if check is sent with order and copy.

To secure space in this issue, address at once, with order and copy,

G, Business Manager, 10 SPRUCE STREET, NEW YORK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months, in advance. On receipt of five dollars four paid subscriptions, sent in at one time, will be paid down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES.

Advertisements 30 cents a line, pearl measure, 15 lines to the inch (\$3; 200 lines to the page (\$60). For specified position selected by the advertisers, if granted, double price is demanded. On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts for the month, quarter or year may be discontinued at the pleasure of the advertiser, and space used paid for pro rata.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

Advertisers to the amount of \$10 are entitled to a free subscription for one year, if demanded.

CHARLES J. ZINGG.

Editor and Manager.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F. W. Sears, 63-62 Ludgate Hill EC

NEW YORK, DEC. 13, 1905.

PRINTERS' INK is absolutely an independent journal, connected in no way whatever with any advertising agency, selling its advertising space only for cash, and standing entirely upon its merits as a news medium for advertisers and an educative force in the advertising field.

You can never reap the full benefit of good advertising unless your store management is up-to-date.—*The Rhode Island Advertiser.*

JOHN BARTLETT, the veteran compiler of "Bartlett's Familiar Quotations," died recently at his home in Cambridge, Mass., aged eighty-five. In addition to the fame that came to him through this classic reference work, he was widely known in the publishing world, having been for many years the senior partner of the Boston house of Little, Brown & Co.

THE love you liberate in your work is the love you keep.—*The Philistine.*

THE hotel men of Atlantic City, N. J., are making a vigorous demand for a city bureau of publicity which will secure, conventions and other meetings for that resort. The Atlantic City Board of Trade and Business League has promised support in advertising the place.

MORE PETTINGILL DIVIDENDS.

An additional dividend of ten per cent has been declared by the receiver of the Pettingill agency, Boston, and will be paid to creditors whose total claims aggregate \$800,000. Creditors have thus far received thirty cents on the dollar. A final dividend of five per cent may still be realized.

INCORPORATION OF BALTIMORE AGENCY.

A corporation to conduct a general advertising business, with publishing and engraving as well, has been formed by Ralph F. Nolley, Marcus J. Nolley, Jr., Elliott D. Nolley, Harry B. Green and Geo. C. Philpot, of Baltimore. It has a capital of \$25,000, and will do business as the Nolley Advertising Agency.

W. R. EMERY, who has been in charge of the western advertising office of *Everybody's Magazine* since the early days of this publication, and who, upon its purchase by the Ridgway-Thayer Company, discontinued other connections to give exclusive representation to *Everybody's*, has become a stockholder in the publication. This is an emphatic evidence of the regard in which Mr. Emery is held by the present ownership, as it is generally known that the stock of this corporation is very closely held. For eight years previous to entering the field of direct representation Mr. Emery was connected with the Lord & Thomas Agency and enjoys an extended acquaintance in the central western field.

THE Beaumont Advertising Agency, Nashville, Tenn., is placing the business of the Cook Medicine Co. of the same city.

THE Title Guarantee and Trust Company of New York City have started in on a vigorous publicity campaign. They are using the daily papers of New York and Brooklyn very largely in developing their banking, trust company and real estate departments. The business is being prepared and placed by the Frank Presbrey Company, New York City.

JOLIET "HERALD" A YEAR OLD.

The Joliet, Ill., *Herald*, which was established a year ago, celebrated its first anniversary with a special issue November 24. The *Herald* is the third evening paper in Joliet, and the only one that has a Sunday edition. It was started to give expression to a side of politics not covered by its competitors, and has secured a sound footing according to its publishers, the present circulation being stated as "7,000 subscribers."

ADVERTISING NOVELTIES THAT ARE NOT AVAILABLE TO ALL PUBLISHERS.

The Philadelphia *Press* is sending out two clever advertising novelties in the shape of folders, one being cut round and bronzed to represent the gold marks conferred upon that paper by Rowell's American Newspaper Directory, and the other fashioned in the guise of the guarantee star. Inside these folders is set forth the conditions attached to the symbols when conferred upon a newspaper. The *Press* is the only paper in the whole State of Pennsylvania that has the gold marks, the guarantee star and a place in the Roll of Honor in combination. It is also the only morning paper in Philadelphia excepting the *Inquirer* that has a figure rating in Rowell's American Newspaper Directory for 1904.

HIGHER RATE FOR SUNDAY MAGAZINE.

On January 1 the *Associated Sunday Magazine* advances its rate, owing to increased circulation that has come to it through the addition of new papers to its list. Until December 31 contracts at the old rate of \$2.50 a line may be made, subject to the condition that they cover only the year 1906 and begin before April 1.

As a form of Christmas advertising the S. R. Weaver store, Philadelphia, publishes a four-page newspaper called *Weaver's Christmas News*, containing interesting articles upon lines of merchandise carried, with editorials outlining store policy and a page devoted to a list of stock with average prices. If well distributed it ought to have a good effect in the shape of returns.

AT IT A QUARTER-CENTURY.

The staff of the New York *Sun* gave a breakfast December 5 to Chester S. Lord, who for twenty-five years has been the *Sun's* managing editor. Mr. Lord has been connected with the *Sun* since 1872, when he joined its staff as a reporter. Many of the paper's former writers and editors were present, and a loving cup was presented to the guest by his associates.

DEATH OF CHICAGO AGENT.

John H. Snitzler, head of the Snitzler Advertising Agency, Chicago, died suddenly in that city of heart disease November 25. With him were associated his two sons, John T. and James M. Snitzler, who founded the agency with their father about three years ago, and have in the interim built up a large business. The senior Mr. Snitzler was one of the older generation in Western advertising affairs, widely known and esteemed for his upright dealings and adherence to old-fashioned integrity in business affairs.

ALCOHOLIC medicines which must pay the internal revenue tax, according to government analysis, are Peruna, Hostetter's Bitters, Atwood's La Grippe Specific, Cuban Gingeric, DeWitt's Stomach Bitters, Dr. Bouvier's Buchu Gin, Dr. Fowler's Meat and Malt, Duffy's Malt Whiskey, Gilbert's Rejuvenating Iron and Herb Juice, Kudros, Rockandy Cough Cure.

A GOOD BEGINNING.

Two booklets for McClaren's clothing and haberdashery shop, Connellsville, Pa., compiled by Thomas Hyatt, a pupil of the Little Schoolmaster who submits them as the first work of the kind he has done, show good sense in advertising argument and a liking for one face of type that adds greatly to the attractiveness of the matter. One of the brochures deals with haberdashery, the other with custom clothing.

TO TALK WESTERN ADVERTISING.

An important conference will take place at Salt Lake City on January 18. The Commercial Club of Salt Lake City, with a view to diverting to the West some of the \$150,000,000 spent annually by American tourists in Europe, has called a meeting of governors of Western States, railroad officials, business men, etc., to consider ways of advertising the West. Important action may result from it.

A PIANO BOOK.

The Lauter Piano Co., Newark, N. J., has put its piano information into a hard-covered booklet of primer size, easy to hold and easy to read. The first section is taken up with a description of the Lauter instruments, which have been made since 1862, and in the latter portion of the volume are given letters from musicians, school and church authorities, etc., with lists of private purchasers. The whole makes a catalogue of distinction and beauty.

APPLETON's *Booklovers Magazine* announces that in order to avoid possible delays through the proposed compositors' strike the February and March issues will go to press much earlier than usual. The February advertising forms will close December 20th and the March advertising forms December 26th.

TWO TRADE JOURNAL ADVERTISERS MERGE.

The Rand Drill Co., and Ingersoll-Sargent Drill Co., both of New York, have been merged as the Ingersoll-Rand Co. The companies were, separately, extensive advertisers in the trade press of air-power machinery, and under the new arrangement, instead of a reduction of advertising, the publicity work will be increased. Lucius I. Wightman is to be advertising manager, and a publication department, producing printed literature, catalogues, engravings, etc., will be under the separate management of Charles B. Morse.

"NOWHERE" is the goal of him who follows the route of ANYWHERE. The man who aims at nothing in particular hits his mark.

* * *

No friendly wind is going to pilot your business ship into the port of profit. You must map out the course of your entire business voyage before you lift the anchor of initiative or set the sail of action.

* * *

It is the ship with its bunkers full, its engines tested, its captain fore-warned, its straight line voyage charted, that breaks the record into port.

* * *

And it is the minute of talk after the hour of thought, the ounce of effort after the ton of preparation, that steers a business project into the harbor of success.

* * *

Before you step—look ahead.
Before you fire—aim. Before you act—plan.—System.

A FOLDER celebrating the second anniversary of the Union Savings and Trust Company, Seattle, Wash., represents a birthday cake with two candles, and has three home savings banks of different sizes to indicate the company's growth. On opening business it had \$100,000 in deposits. At the end of its first year this had grown to \$700,000, and to-day the aggregate is \$1,400,000.

DEATH OF BOSTON PUBLISHER.

James B. Upham, of the firm of Perry, Mason & Co., Boston, publishers of the *Youth's Companion*, died suddenly November 25th at his home in Malden, Mass., of heart trouble. He was born on Dec. 27, 1845, in New Hampton, N. H., and has been a member of the firm of Perry, Mason & Co. since 1886.

A BIG BOOK ISSUE.

This year the holiday book review of the New York *Times* was so bulky that it was published in two sections and delivered on two mornings, December 1 and 2. Comprising nearly sixty pages, and containing original articles by a dozen writers of international note, it was given as a supplement of the *Times* at the regular price of one cent, or less, it is said, than the white paper cost.

GAS EDITORIALS.

The Chicago Gas Company, realizing that the public often submits to poor service or errors in bills under the popular impression that it will do no good to protest to a corporation, has been running double-column ads of nearly full-page length in the Chicago papers to correct false notions of its fairness. These ads take the form of editorials somewhat like those in Hearst's newspapers, and are friendly talks with gas consumers, citing typical causes for complaint and the company's methods of dealing with them.

PEOPLE who ask for your advice seldom want it. What they really desire is that you should back them up in the thing they wish to do.—*The Philistine*.

THE GREAT AMERICAN FRAUD, fourth installment—The Subtle Poisons—appeared in *Collier's* for December 2, 1905. The vilest and rankest of the subtle poisons described is probably Birney's Catarrh Cure. Every druggist, who considers himself a good citizen, ought to refuse to sell the stuff.

It is evidently the deliberate judgment of the New York Central management that advertising pays. The selection of George H. Daniels as manager of the system's new department of advertising was a foregone conclusion when once the innovation had been decided on.—*The Fourth Estate*.

TO SECURE MUSICAL STUDENTS.

A neat catalogue showing interior views of the guitar, mandolin and banjo studio of Walter C. Tuttle, Indianapolis, contains general remarks concerning this teacher's methods. Mr. Tuttle contemplates advertising in newspapers for students, and wishes information concerning the best methods. Evidently the most suitable medium, cost considered, would be daily newspapers' classified columns under "Instruction."

THE Davenport, Iowa, *Daily Times* on November 25th published a ninety-two page edition, the largest ever issued by any paper in the three cities of Davenport, Rock Island and Moline. The special issue was called the "Watch the Tri-Cities Grow" edition and was mainly devoted to an account of the three cities' material progress, as evidenced by increased population, commerce, manufactories, building operations, and the like. Advertisers used liberal space in the edition.

By the publication of a noon edition, the Fort Worth, Texas, *Telegram* has inaugurated a feature which is said to be entirely new to Texas papers.

The *Medical News* has been purchased by the A. R. Elliott Publishing Co. of New York, and on January first will be consolidated with the *Medical Journal*.

I DON'T know of another two dollars with which I have parted so willingly and which have brought me so much pleasure and benefit than those paid for the Little Schoolmaster. Inclosed find subscription for another year.—*W. G. Kent, Guno, N. S., December 1, 1905.*

DEATH OF STREET CAR ADVERTISING MAN.

Louis Haas, treasurer of the Railway Advertising Company, New York City, died suddenly at his home, 483 West End avenue, November 28. Mr. Haas was sixty years old, a native of Germany, and came to this country when eighteen years of age. He had been treasurer of the Railway Advertising Company for many years.

TO PRISON FOR REFILLING MINERAL WATER BOTTLES.

John Blake, charged with selling mineral water in bottles of well-known brands that had been refilled, was recently sent to the penitentiary for three months by a New York City court. Blake was manager for William Wilson, a druggist at 86 Broadway. The technical charge upon which he was convicted was "selling material under false labels."

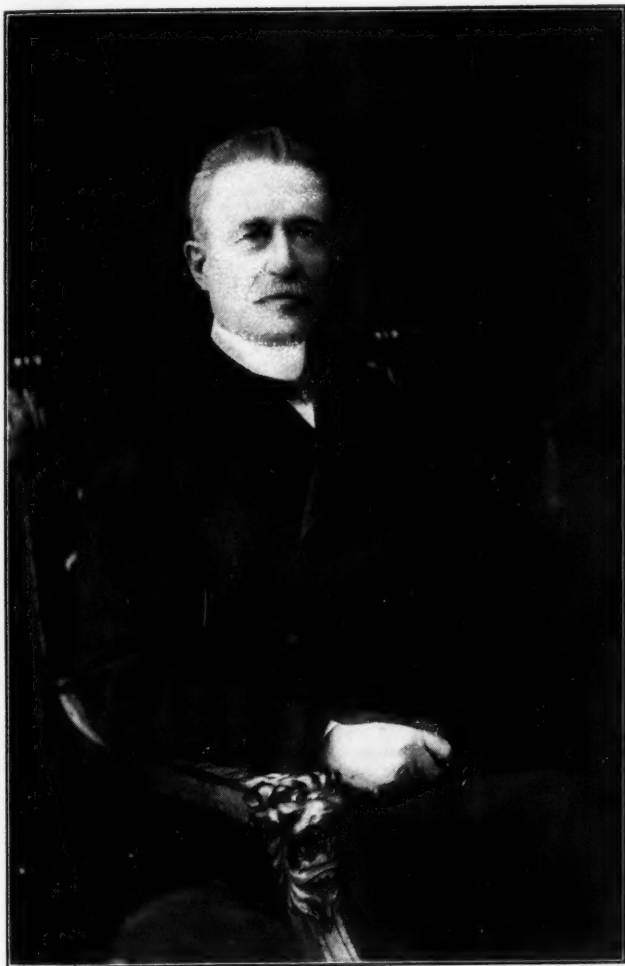
THE Virginia-Carolina Chemical Company of Richmond, Va., manufacturers of fertilizers, is rapidly becoming one of the largest advertisers in the South. This company is one of the leading manufacturers in the country, in its particular line, and is covering the South with its advertising matter; the designs for next year's campaign were prepared by the George Ethridge Company of New York and the copy written by Mr. C. E. Ivey of the Virginia-Carolina Company.

CANADA IS STILL SHY.

Canada's trade with the United States is increasing out of proportion to her trade with Great Britain, in spite of the fact that a preferential tariff favors the Mother Country. The people on the other side of the border realize more clearly every day that, politics apart, their business relations with us must grow closer ever day, and that a time is bound to come when the dividing line will cease to exist as far as commerce is concerned.

It is therefore not surprising to find the Dominion not at all enthusiastic on the subject of Mr. Chamberlain's pet scheme. It was this lack of interest which must have led Mr. Alfred Lyttleton, the present Secretary of State for the Colonies, to suggest to the Colonial governments the postponement of the Colonial conference on the fiscal question until 1907. One very objectionable feature of the scheme in its latest form lay in the proposal to make what was to have been an informal gathering formal and permanent. To accomplish this it would be necessary to give the delegates taking part in it powers which were never contemplated at the beginning. No matter how Australia, Cape Colony and Natal may like the general idea it can never be put in practice so long as Canada stays out.

No doubt the date 1907 was selected on the theory that perhaps by that time the coming Liberal Government will have reached a condition of shipwreck. But there is no reason to believe that Canada's great era of prosperity will have come to an end by then. And as long as she is prosperous she will not be inclined to countenance doubtful and unsettling experiments.—*New York Sun, December 2, 1905.*



Adolph Hersmann

ADVERTISING AGENT.

THE Philadelphia Press reminds advertisers of the fact that it is listed in PRINTERS' INK's Roll of Honor by sending out an attractively appointed diploma that was suggested and designed by the H. I. Ireland Advertising Agency of Philadelphia.

A SAVINGS BANK AD SERVICE.

Specimens of newspaper advertisements furnished to banks on the monthly syndicate plan come from the Mead-Biggers Company, 625 Locust street, St. Louis. At a nominal price the banks are furnished with six electrotypes each month, containing terse savings arguments, with strong silhouette illustrations, and the series gains continuity through the fact that cuts and argument follow a general style. For the banker just beginning a savings campaign it would be worth examining, and upon it could be based, eventually, a style of advertising individual to the bank, which is the ultimate object to be attained in financial publicity.

A BOOK ABOUT BUSINESS LETTERS.

"Scientific Business Letter-Writing" is a small handbook issued by the Publicity Publishing Co., 88 Library Court, Chicago. The author, L. E. Ludwig, is said to be an expert correspondent, and has codified in his book such elementary principles of business correspondence as govern grammar, punctuation, the use of paragraphs, etc., with a good many brief suggestions as to beginning letters in an interesting way and telling the business story with pith and point. What he had chiefly in mind, of course, was advertising letters and follow-up work, and to aid the reader in producing these, he has attached a number of specimens of letters that he deems effective for various purposes. The book is essentially elementary, however, and of little more than suggestive value.

CURIOSITY SEEKERS.

1206 E. Street, N. W.,
WASHINGTON, D. C., Dec. 2, 1905.

Editor of PRINTERS' INK:

A short time ago, wishing to get out a specially designed letter-head, booklet, form letters, etc., I wrote to an advertiser often using a 2-inch ad in your publication, requesting him to send me his booklet on these matters, which his ad stated could be had for the asking.

In a day or two my own letter was returned with a footnote to the effect that this advertisers' literature was expensive and could only be sent to people using letter-head. Bear in mind that my letter was typewritten, though on plain letter paper, same as now, that I had mentioned that I saw his ad in PRINTERS' INK, a publication from its very appearance only likely to attract interested business men, not office boys or curiosity seekers.

Needless to say I shall preserve this example of an ad-writing advertiser whose apparent knowledge of advertising is summed up in the following taken from A. E. Swett's book, "Principles of the Mail Order Business:"

"Trying to cut out curiosity seekers is one of those efforts indulged in largely by those novices in advertising whose ignorance is considered larger than their knowledge—who fail to see that human knowledge can never tell where the effect of a business announcement may end."

Yours truly,

ARTHUR B. BENSON.

If an advertisement expressly states that a booklet could be had for the asking it should be sent to every inquirer. On the other hand Mr. Benson is asking for something which may have cost the other party a good deal of time and money, and it would only be fair that his letter for the booklet should be so worded that it gives its recipient the impression of a bona-fide inquiry—one which is something beyond the curiosity seeker, for the latter is often a nuisance. That Mr. Benson's letter inquiry was typewritten is clearly of no account. Some people have an idea if they send a two-cent stamp with a set of questions that would require hours of careful consideration to answer—that they are entitled to a reply.

You are wasting your money when you advertise in too many mediums. Select the tried newspapers that have a known circulation.—*The Rhode Island Advertiser.*

AN ANIMATED TRADE-MARK.

The Pacific Coast Borax Company has employed many ways of advertising its product since the seventies, when it first began to develop the Death Valley deposits, and with pronounced success. For when it began the consumption of borax in this country was only 600 tons a year, while to-day it is between 15,000 and 20,000 tons. One of its most effective advertisements has been the team of twenty mules, with their two borax wagons and water-tank, which was formerly used to haul borax to the railroad. When the company began business this team supplied the whole country, but now a railroad has been run to the borax beds, and the team has been transformed into an advertisement. "Borax Bill," the driver of the twenty-mule team, was an attraction at the St. Louis

stories similar to the press-sheets of a circus is carried, and as most of them are entertaining yarns about how "Tarantula Jim" got his name, how "Maud," the leading mule, nearly lost her life in an encounter with an automobile, and so forth, the newspapers are usually glad to publish a certain amount of matter as pure reading. Incidents in each town also bring abundant notice. It is said that the influence of this novel advertisement can be traced in increased demand along the route it follows. The twenty-mule team and its crew are headed East, and the company has a plan on foot to bring them into New York. Some time ago the outfit reached the Studebaker wagon works at South Bend, Ind., and attracted a good deal of professional attention. The wagons were built years ago by a Mojave wagon-builder in the desert. They weigh 7,800 pounds each, have wheels seven



fair, driving in all parades held on the grounds. When the fair closed he began to trek northward and eastward, accompanied by a crew of Southwesterners that includes "Tarantula Jim," "Alkali Ike," "Gunny-sack Tom," "Sagebrush Pete" and a press-agent. In December the outfit was in Michigan, traveling by wagon road through thickly populated districts and taking to the railroad when towns became scarce. The twenty-mule team's crew does some sampling with small packets of borax, and also distributed great quantities of printed matter. Its press-agent goes on ahead to towns where a stay of several days is to be made and arranges license for parade (for this animated trademark, 176 feet from the tip of the leading mule's ear to the tail of the last wagon, is so long that it is classed as such in most places). He also arranges for board and inserts notices in the local newspapers. A complete line of ready-to-print

feet high, and carry, combined, twenty-four tons of borax.

The Pacific Coast Borax Company is a liberal advertiser in newspapers and magazines, by sampling, and has also pushed consumption of borax in the arts and trades by advertising and research. Thirty years ago the product was known only in medicine and the kitchen, but now, by the company's efforts, it is employed for hundreds of purposes, of which these are a few: In shoe blacking to give luster; in dyeing to fix colors; in surgical supplies as an antiseptic; in metal working as a welding material; in cements, paint, varnish and dryers; in candles to make wicks burn slowly; to make opal and flint glass hard as gems, and in artificial gem manufacture; in bleaching, china-glazing, glue manufacture, for glazing leather, destroying insect pests, in indelible inks, for fireproofing paper and fabrics, for fusing minerals and metals at low temperatures,

in photography, plastering, pipe-making, printing, silk weaving, tanning, soap and starch making, mucilage manufacture, fireproofing safes and wood, preserving timber, foods, skins, etc. The company publishes a leaflet enumerating all known uses that have been found to date.

CHRISTMAS DECORATIONS.

The Christmas decorations of the Reid, Yoemans & Cubit drug store, 140 Nassau street, New York City, are, as usual, of elaborate character, the prevailing tones being green and red, in tissue paper and evergreen boughs, the whole enlivened with singing birds in cages. Signs are scattered liberally throughout the scheme. Each bird-cage has its motto, as the birds are for sale. Here are some of them:

I'm a warbler take me along.
Nothing lonely about the house with me in it.
Sunshine all day with me.
Buy me for the little ones at home.
Many happy moments if you take me home.
I'm high in notes but low in price.
I last longer than a box of "Huy-lers."
Try me in your conservatory.
I make old ones and young ones happy.

Other signs copied by a PRINTERS' INK reporter were as follows:

Jewel boxes—pin trays—many little pretty things at surprising prices. Don't you think you had better start selecting them now.

We've gathered together a pleasing assortment of useful gifts. The remembrance of how good they were will remain long after the price is forgotten. But the price is low.

Toilet sets. Not the kind that are SLAMMED TOGETHER but good honest quality. The kind you will feel good about two years from now.

Manicure sets. The steel, the wood, or bone in these is of the first quality. Not for show but use. We have kindled a fire under the prices so they are much reduced.

Holiday suggestion: We're prouder each year of the assortment of "Good Things" we place for your selection. Better buy early.

Holiday post cards. Your friends will remember the kind wish you sent them. We've a pretty assortment.

Holiday smokes. We save you much on these. Our Humidois are filled and

waiting. Every cigar in perfect condition. Havana and domestic.

Let us set aside the Holiday Cigars you intended to get. We keep them well and deliver them at your pleasure. Prices are very interesting if you care to save.

Holiday perfumes—That special fancy you have in mind we have here. The "smack of goodness" and price lowness pervades the atmosphere here. May we please you.

We cannot tell you too much about our cigars. The best *smoke value* in town we give. Hunt around and compare. You'll end up here we're sure. Smoke gifts are a plenty with us.

Don't travel—but rest here in "sweet satisfaction" that our Holiday Gifts are right in price, matchless in quality, and up to the minute in style.

After your soda—just wander around and look at the nice things we have to show you. That Holiday Gift will be sure to *pop up* and at quite a saving.

THE POWDERS AND TABLETS.

Collier's patent medicine article of December 2 deals with powders and tablets used for the cure of headache and catarrh, and covers by far the most dangerous class of proprietary remedies sold indiscriminately to the public. Orangeine, Bromo-Seltzer, Royal Pain Powders, Miniature Headache Powders, Megrimine, Anti-Headache, Antikamnia, Dr. Birney's Catarrh Powder, Mrs. Winslow's Soothing Syrup, and other opiate proprietaries are discussed, and instances of drug habits formed by cocaine remedies and deaths resulting from the use of acetanilid preparations are specifically cited. It is charged that in nearly every case where a death occurs from a dose of a remedy of this character the newspapers, in reporting it, either from the desire to protect advertisers or the foolish newspaper custom of suppressing anything that may seem to have an advertising benefit, have neglected to tell what remedy death was caused by.

THE *Christian Herald*, 96 and 97 Bible House, New York, announces the appointment of Mr. Joseph A. Ford, of Chicago, as its Western representative and manager of its Chicago office—1622 Marquette Building.

Advertisements.

All advertisements in "Printers' Ink" cost twenty cents a line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if paid for in advance of publication and ten per cent on yearly contract paid wholly in advance of first publication. Display type and cuts may be used without extra charge, but if a specified position is asked for an advertisement, and granted, double price will be demanded.

WANTS.

THE circulation of the Raleigh EVENING TIMES, Raleigh, N. C., is nearly 10,000.

If you wish to sell your publishing business, write FRANK H. KNOX, Albany, N. Y.

SIX trains leave Raleigh every afternoon, carrying the EVENING TIMES to all sections by night.

THE Raleigh EVENING TIMES has absorbed the Morning Post, of Raleigh. The TIMES' circulation is now nearly 10,000.

THE Raleigh EVENING TIMES is the only paper between Richmond and Atlanta with the full Associated Press service.

WANTED—Active, ambitious and capable advertising solicitor to join in purchase of a trade journal. Box 1308, Boston, Mass.

ORIGINAL advertiser and solicitor wants job. Don't know it all, but enough to make good. MARCUS, Schiller Bldg., Chicago.

WEEKLY within 150 miles of N. Y. City for a large grain business and grain mill. A good trade is open. C. F. DAVID, Boston.

DAILY newspaper ad man—experienced solicitor, writer, successful business developer—open Jan. 1. Want me! "A. B.," Printers' Ink.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

SALES manager, experienced, to direct force of travelling men. Good opportunity for result producer. Salary according to ability. HAPGOODS, Suite 511, 300 Broadway, N. Y.

POSITIONS open for competent newspaper workers in all departments. Write for booklet. FERNALD'S NEWSPAPER MEN'S EXCHANGE, 368 Main St., Springfield, Mass.

CONCERNING TYPE—A Cyclopedia of Everyday Information for the Non-Printer Advertising Man; get "typewise": 64 pp., 50c. postpaid. Agents wanted. A. S. CARNELL, 150 Nassau St., N. Y.

MAIL-ORDER man, American, age 27, seeks position. Eight years' highly successful experience. Knows how to make a new article or boom an old one. Address "H.," Box 448, Newport News, Va.

TO an experienced man who can plan and write top-notch circular and booklet matter for following up a manufacturer's classified list of 100,000 dealers, we offer an excellent opening. Apply "W. D. E.," care of Printers' Ink.

BUYER and Manager, fifteen years' experience, four (4) years with J. S. Coward, late buyer for Henry Heiders, N. Y. City; married man, 27 years of age; first-class reference; will go anywhere. V. R. BOYD, 66 Hicks St., Brooklyn, N. Y.

A NEW YORK advertising solicitor is wanted by a first-class outside trade journal. Commissions paid promptly and assistance given in securing business. Will also pay extra for trade items. Address "BUSINESS," care of Printers' Ink.

EVERY ADVERTISER and mail-order dealer should read THE WESTERN MONTHLY, an advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free. THE WESTERN MONTHLY, 315 Grand Ave., Kansas City, Mo.

SERIOUS men who desire to own good newspapers, to send for my "special short list." C. F. DAVID, 148 Townsend St., Boston.

YOUNG MEN and WOMEN of ability who seek positions as advertisers and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$2,000 place, another \$1,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 1407 Temple Court, New York.

ADVERTISEMENT WRITER wanted by the EDW. MALLEY CO. (Dept. Store), New Haven, Conn. Applications to be considered must mention age, details of experience and salary wanted, and contain a specimen Ad or two in the Powers-Wanamaker's style.

DOUBLEDAY, PAGE & COMPANY, 133 East 16th Street, New York, wish to add to their staff two expert and experienced proof-readers; those who have some knowledge of botany and kindred subjects preferred. These positions will be open the first of January. Only persons willing to work in an open shop desired. Loyalty to employer in return for good treatment expected. Also, a few good compositors and stone men will be needed. The best references required.

Reply by letter only, stating experience and qualifications, DOUBLEDAY, PAGE & COMPANY.

HOW TO MAKE ART PAY.

Sent free to Artists who have difficulty in disposing of their drawings. We make no charge for criticisms, and only charge a reasonable commission for our services. Write to-day and send us a sample of your best work.

CO-OPERATIVE ART LEAGUE.
A Clearing House for Artists founded along lines entirely new.

Philadelphia and New York.
Address all correspondence to the Home Office, 144 North American Bldg., PHILA.

COIN CARDS.

23 PER 1,000. Less for more any printing.
THE COIN WRAPPER CO., Detroit, Mich.

WINDOW TRIMMING.

LEARN SHOW-WINDOW TRIMMING.
Full course of instruction in the art of window trimming in THE CINCINNATI TRADE REVIEW. Send 25 cents for one-year trial subscription now. THE CINCINNATI TRADE REVIEW, 517 Main Street, Cincinnati, O.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

PATENTS.

S. SHEPHERD & PARKER,
Solicitors of Patents and Trade Marks, 508 Dietz Bldg., Washington, D. C. Highest references from prominent manufacturers. Hand book for inventors sent upon request.

CIRCULARS

300 CIRCULARS mailed on trial 25c.; 100, 10c.
J. CENTER, Campobello, S. C.

CLASS PUBLICATIONS.**20,000 Buyers**

of (\$1,025,000,000 annually)
Hardware, Housefurnishing goods, etc.

Read every issue of the
Hardware Dealers' Magazine.

Write for rates. Specimen Copy mailed on request.
255 Broadway, N. Y.

ZINC ETCHINGS.

DEEP LINE CUTS at six cents per square inch.
STANDARD, 61 Ann St., New York.

TIN BOXES.

If you have an attractive, handy package you will sell more goods and get better prices for them. Decorated tin boxes have a rich appearance, don't break, are handy, and preserve the contents. You can buy in one-half gross lots and at very low prices, too. We are the folks who make the tin boxes for Cascarets, Huylers, Vaseline, Sanitol, Dr. Charles' Flesh Food, New-Skin, and, in fact, for most of the "big guns." But we pay just as much attention to the "little fellows." Better send for our new illustrated catalog. It contains lots of valuable information, and is free. **AMERICAN STOPPER COMPANY,** 11 Verona Street, Brooklyn, N. Y. The largest maker of TIN BOXES outside the Trust.

ADDRESSING.

ENVELOPES, addressed for 75c. per M. wrap-part 50c., from your own list. We sell the Standard Auto Addresser. Write us. B. F. JOLINE & CO., 123 Liberty St., N. Y.

POSTAGE STAMPS.

25 OFF, ungrummed, unused. U. S. c. o. d. R. E. ORSER, R. 8, 94 Dearborn St., Chicago, Ill.

ADVERTISING MEDIA.**THE EVANGEL.**

Scranton, Pa.
Thirteenth year; 20c. agate line.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

CALENDAR & THERMOMETER COMBINED.
Printed in colors; a cheap and effective adv. \$6 per 100; sample, 10c. stamps. **LARGE & RIKEK,** 233 Richardson St., Brooklyn.

THE RECORD is the *Woman's Home Companion* of Troy and Central Miami County, Ohio. Only daily. Low-class medical, lost manhood, monthly regulator, fake financial, liquor, etc., advertising barred. Send for sample copy.

THE "ADVERTISERS' GUIDE."

Mr. Stanley Day, New Market, N. J.:

DEAR SIR—Advertising in the *Guide* was always very satisfactory for me. I wish to continue to keep my name and ad before the public. What paper would you recommend, that is, providing you do not issue the *Guide* any more?

Yours truly, **ALFRED A. ISAACH.**

ENOCH MORGAN'S SONS CO.

S. F. Bower & Co., the Natural Food Co., McCray Refrigerator Co., Borden's Condensed Milk Co., Walter Baker & Co., Battle Creek Breakfast Food Co., and New York Coffee Co., use our paper regularly to advertise their products. Why not you? Rates advance Jan. 1. **THE RETAIL MERCHANT,** Dallas, Tex.

ADDRESSES FOR SALE.

20,000 FRESH names of live, prosperous farmers in the Middle West; at \$1 per M., typewritten. A. P. COX, Sterling, Illinois.

LIST of Names—Every nurse, doctor, dentist and druggist in California—over 2,000. Send \$2.50 for complete, live list. **MYSELL-ROLLINS CO.,** 22 Clay St., San Francisco.

NAMES and addresses of 20,000 newspapers in the U. S., ready for mailing machine, at \$2 per 1,000 or \$25 for the complete list. Names assorted by States. **Jon G. WAYLAND, Girard, Kansas.**

SUPPLIES.**WALL CALENDARS** FULL LINE

at reasonable prices. Send for catalog.
LOUIS FINK & SONS,
Fifth St., above Chestnut, Phila.

SEND for samples of our handsome **PRICE CARDS.** Many styles, 40c. per 100 up. **Biddle P. C. Co., 1010 Cherry St., Phila., Pa.**

LEATHER GOODS for your New Year Souvenirs can be had from us at short notice, and the prices—well, we always "get the order." **THE SAULNIER CO., New York (N. Y.)**

NOTE HEADINGS of Bond Paper, 5 1/2 x 8 1/2 inches, with envelopes (half p.) 100 for 50c.; 250 for \$1.10; 500 for \$1.50; 1,000 for \$2.50, 2,000 for \$4.40; 5,000 for \$11.00. Send for samples. **MERIT PRESS, Bethlehem, Pa.**

W. D. WILSON PRINTING INK CO., Limited, of 17 spruce St., New York, sell more magazine cut inks than any other ink house in the trade.
Special prices to cash buyers.

BERNARD'S Cold Water Paste is used regularly by the following reliable firms: California Billposting Co., Los Angeles, California; Busby Brothers, Marshalltown and Clinton, Ia.; Chas. H. Fuller's Advertising Agency, Chicago, Ill.; United States Press Clipping Bureau, Chicago, Ill.; Home Railway and Signal Manufacturing Co., Peoria, Ill.; American Cigar Co., Savannah, Ga.; Amsterdam Supply Co., New York, N. Y. Write for free sample. **BERNARD'S AGENCY, 1516 Tribune Building, Chicago.**

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. We do addressing at low rates. **WALLACE & CO.**, 29 Murray St., New York, 1310 Pontiac Bldg., 358 Dearborn St., Chicago, Ill.

CARDS.

POST CARDS of every description are made by us. We ship to all parts of the world. Particulars on request. **C. S. SOUVENIR POST CARD CO.**, 1140 Broadway, N. Y.

ELECTROTYPES.

WE make the electrotypes for **PRINTERS' INK.** We do the electrotyping for some of the largest advertisers in the country. Write us for prices. **WEBSTER, CHAWFORD & CALDER**, 45 Rose St., New York.

IMITATION TYPEWRITTEN LETTERS.

IMITATION Typewritten Letters, "Small Quantities at Small Prices," 100, 65c.; 200, 95c. 300, \$1.25; 500, \$1.95, prepaid. Write for booklet and specimens. **HOPKINS CO.**, 1 E. 42d St., N. Y.

DESIGNERS AND ILLUSTRATORS.

DESIGNING, illustrating, engraving, illuminating, etching, lithographing, art printing. **THE KINSLEY STUDIO**, 245 B'way, N. Y.

HALF-TONES.

GOOD half-tone for either the newspaper or job department. **STANDARD**, 61 Ann Street, New York.

PERFECT copper half-tones, 1-col., \$1; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO.**, Youngstown, Ohio.

NEWSPAPER HALF-TONES. 2x3, 75c.; 3x4, \$1; 4x5, \$1.50. Delivered when cash accompanies the order. Send for samples. **KNOXVILLE ENGRAVING CO.**, Knoxville, Tenn.

HALF-TONE or line productions. 10 square inches or smaller, delivered prepaid, 75c.; 6 or more, 50c. each. Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. **P. O. Box 515, Philadelphia, Pa.**

TRADE JOURNALS.

"REAL ESTATE." Amsterdam, N. Y., circulation 3,000, for real estate dealers and owners; \$1 a year; names of buyers each month.

MAILING MACHINES.

THE DICK MATCHLESS MAILER. Lightest and quickest. Price \$12. **F. J. VALENTINE**, Mfr., 178 Vermont St., Buffalo, N. Y.

ADVERTISEMENT CONSTRUCTORS.

12 ADS FOR \$2.

Think of it—12 good business-getting ads; enough for a month. Send me \$2 and tell me your line. **CHESSUM**, Brantford, Canada.

MY LIMIT

M Is reached when I have induced an advertiser to write me for samples of my "doings." If a leisurely examination of what I send him does not make him wonder whether some of my "things" would not pay him, I simply lay down my "horn" without another "toot" or "tootlet." I make catalogues, booklets, price lists, folders, circulars, mailing cards, newspaper and magazine ads, etc., etc., and desire to emphasize two things—viz., sending for such samples will cost you nothing and commit you to nothing, and postal cards will not be noticed by No. 13, **FRANCIS L. MAULE**, 408 Sanson St., Phila.

FOR SALE.

COUNTY seat weekly in Illinois for \$3,250; it's a dandy. **C. F. DAVID**, Boston, Mass.

GREAT daily in Texas worth \$150,000. About \$125,000 quick sale gets it. **C. F. DAVID**, Boston, Mass.

400 **NEWSPAPER** properties in 37 States. Send for "special short list." **C. F. DAVID**, Boston, Mass.

HIGH-TONED family paper; established 30 years; owner retires from business; low price. "PUBLISHER," Box 1159, Boston.

ONE of the best county seat weeklies in N. E. States. Profits \$2,500; big plant; \$5,500 cash required. **C. F. DAVID**, 148 Townsend St., Boston.

\$5,000 SECURES control of monthly magazine that will stand full investigation. Party able to devote part of time preferred. Address "D," Printers' Ink.

FOR SALE, great bargain, complete set of pattern plates for retail advertising service, including druggists', jewelers', plumbers' and monument dealers' ads; nearly 300 separate designs. Must be sold at once to close estate. For proof sheets and full particulars address **JOHN H. QUINE**, 907 Wilder Building, Rochester, N. Y.

\$4,000 CASH buys half interest in Democratic paper and well-equipped job plant in rapidly developing field. Country growing. County seat town (3,000 pop.) booming and building. Great surrounding development in progress. Leading paper town and county, oldest also. Business steadily growing, and congenial partner. Chance to grow unlimited. Investigate. Address **R. E. LOCKWOOD**, Welser Idaho.

FOR SALE—An up-to-date

Printing and Binding Business

in one of the most progressive cities of Canada. Established 1891. An excellent opportunity for securing a live, go-ahead business. Will stand closest investigation. Offered at fair valuation for personal reasons. Capital required, about \$55,000. Address "W.," Printers' Ink.

Financial Review, at Washington, D. C., For Sale.

The American Security & Trust Company, of Washington, D. C., announces for sale the **FINANCIAL REVIEW**, owned and published by that company. The journal is in its 15th year, popular, and a valuable asset for any publisher wanting to establish a banking or financial journal at the Capitol of the Nation.

Washington is an important and rapidly growing financial center, and the gateway to the prosperous South. No competition.

For particulars address

FINANCIAL REVIEW, Washington, D. C.

BOOKS.

PATENTS THAT PROTECT—32 p. book mailed free. **E. S. & A. B. LACEY**, Patent and Trade-Mark Experts, Washington, D. C. Established 1869.

PUBLISHING BUSINESS OPPORTUNITIES.

A HOUSEHOLD Monthly with age and standing. Can be bought for what it is worth. Probably this is the best foundation at present available at a reasonable price.

Good circulation, representative advertising. And is well and favorably known. Able publisher should develop fine property.

EMERSON P. HARRIS, Broker in Publishing Property, 255 Broadway, New York.

CARD INDEX SUPPLIES.

THE CARD INDEX QUESTION will be quickly and easily settled by getting catalogue and price from the manufacturers. This means us. STANDARD INDEX CARD COMPANY, Rittenhouse Bldg., Phila.

ADWRITING.

Send it back—If The Ad-writer's Rule proves to be useless I'll re-turn your money.

I could not afford to do this if there was any doubt about its usefulness and handiness. I'm so certain that it is of practical value to the adwriter that I make the above condition with every rule sold. When a ruler has information that can be used from the start to finish of ad-writing, it is then worthy of your consideration.

By mail, 50 cents. Send for folder.

L. ROMMEL, JR.,
61d Merchant St., Newark, N. J.

PREMIUMS

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 34th issue now ready; free. S. F. MYERS CO., 47w. and 49 Maiden Lane, N. Y.

ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY, 1 Madison Ave. N. Y. Medical journal advtg. exclusively.
GOLDEN GATE ADVERTISING CO., 2400-2402 Sixteenth St., San Francisco, Cal.

H. W. KASTOR & SONS ADVERTISING COM-PANY, Laclede Building, St. Louis, Mo.

CURTIS-NEWHALL CO. Established 1895. Los Angeles, California, U. S. A. Newspaper, magazine, trade paper advertising.

THE H. I. IRELAND ADVERTISING AGENCY. Write for particulars of the Ireland Service. 935 Chestnut Street, Philadelphia.

ALBERT FRANK & CO., 25 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago. Boston. Philadelphia. Advertising of all kinds placed in every part of the world.

BARNHART AND SWASEY, San Francisco—Largest agency west of Chicago; employ 60 people; save advertisers by advising judiciously newspapers, billboards, walls, cars, distributing.

INCREASED appropriations for Canada are the rule with American Advertisers. We can achieve results through intelligent selection of best mediums which no agency outside of Canada can do. Write us. THE DESBARATS ADVERTISING AGENCY, Ltd., Montreal.

DISTRIBUTING.

HOUSE-TO-HOUSE distributing estimate made free for any advertiser who is interested in securing an honest house-to-house distribution in the Southern States; same towns which we cover four times a year for the Ferrua Drug Mfg. Co., which contract is now in its fifth year. Write CHAS. BERNARD, Savannah, Ga., or 1516 Tribune Building, Chicago.

COIN MAILER.

1,000 for \$3. 10,000 \$30. Any printing. Acme Coin Carrier Co., Ft. Madison, Ia.

PRINTERS.

PRINTERS. Write R. CARLETON, Omaha, Neb., for copyright lodge cut catalogue.

WE print catalogues, booklets, circulars, adv-matter—all kinds. Write for prices, THE BLAIR Ptg. CO., 314 Main St., Cincinnati, O.

PAPER.

BASSETT & SUTPHIN, 45 Beekman St., New York City. Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

MAIL ORDER.

DE WISVRIEND; mail-order journal; through 8 States; 7c. a page line. Grand Rapids, Mich.

DIRECTORY OF NOVELTY MANUFACTURERS.

AGENTS wanted to sell ad novelties, 3% com. 3 samples, 10c. J. C. KENYON, Owego, N. Y.

CRYSTAL Paper Weights with your advertisement, \$15 per 100. Catalog adv. novelties free. ST. LOUIS BUTTON CO., St. Louis, Mo.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

In Advertising that Pays

one can always see the hand of the fool or the hand of the master; fool advertising pays sometimes, master advertising pays all the time.

Master Advertising Copy

is prepared at THE LETTER SHOP by the most powerful force of advertising copy-writers in America. Ask

Franklin Hobbs, Himself
Cotton Block
Chicago U. S. A.

Booklet about THE LETTER SHOP
Himself and His Seal for the asking

LOFTIS SYSTEM DIAMONDS ON CREDIT

For Christmas Presents

Why give a cheap, ordinary Present, when, with five or ten dollars for first payment you can give a beautiful Diamond Ring or High Grade Watch.
The Famous Loftis System enables you to do this. Write for details. Our Big Christmas Catalogue is a veritable Gold Mine of beautiful Christmas Gift Suggestions, with its aid you can select appropriate Presents for both young and old, 1000 handsome illustrations. Write today for a copy. Don't delay, write to-day.

LOFTIS Diamond Cutters
Watchmakers,
Dept. F 179
92 State St., Chicago
BROS. & CO.

\$3,100 in Cash Prizes to Adv. Writers.

\$1,000 Cash for the best adv.

800	"	"	second best adv.
600	"	"	third " "
400	"	"	fourth " "
200	"	"	fifth " "
100	"	"	sixth " "

The above cash prizes will be promptly paid March 1, 1926, for the best adv. We are publishers of the **ILLUSTRATED COMPANION**, a 20-page, illustrated monthly magazine—subscription price 25c. per year—established 25 years, and with a circulation of over 550,000 copies each issue. We want to increase the circulation to one million copies, and invite a series of new, original, honest and legal advs. to boom the paper and bring about this result. Premiums, gifts and prizes of any kind whatsoever may be offered with single subscriptions, or to clubs, or to agents. Copies of the **ILLUSTRATED COMPANION** sent free to applicants, together with any special information desired. We reserve the right to reject and return to the sender any adv. not acceptable to us. Address

Desk 36, **Illustrated Companion**,
90 Chambers St., New York.

Profitable Tea and Coffee Publicity.

If you've anything to sell to the tea and coffee trade it will pay you to investigate the merits of

The Tea and Coffee Trade Journal

the recognized and exclusive organ of the tea, coffee, spice and fine grocery trade. Why?

Because—It is not a "house organ."

Because—It is not merely local in its circulation, as is the case with most of the grocery papers.

Because—It has the largest list of paid subscribers and reaches all the financially responsible buyers throughout the United States and Canada.

Because—It is the only paper in the tea, coffee and grocery trade willing to make its paid subscription list a clause in its advertising contracts.

Write for rate card.

THE TEA AND COFFEE TRADE JOURNAL

"The Blue Book of the Trade,"

91-93 Wall Street, New York.

UTAH.

If you want to make
advertising pay in Utah
use the

SALT LAKE HERALD,

Salt Lake City, Utah.

Sworn circulation,
8,600 daily,
11,300 Sunday.

The largest *paid* circulation of any newspaper in the State of Utah.

WASHINGTON.

SEATTLE POST-

INTELLIGENCER.

The only morning paper in Seattle. Has the largest circulation in the city of Seattle, besides a large exclusive outside circulation in towns not reached by the afternoon papers.

MONTANA.

The ANACONDA STANDARD, of

Anaconda, Montana, not only carries every Anaconda advertiser in its columns, but every advertiser in Butte spends more money in its columns than in any paper published in Butte.

Most advertisers know that they can cover Montana, with the **STANDARD**, alone, and they are right about it.

WM. J. MORTON, Special Representative,
150 Nassau Street, New York.
87 Washington Street, Chicago.

**TALK
No. 10****Ten Talks to Manufacturers**

This is the last call—the Tenth Talk upon the genuine opportunities which the agricultural press affords the general advertiser who seeks greater sales for his goods.

In all these talks we have been candid and truthful. No idle claims have been made—none have been necessary.

Every statement has been based upon real existing and conditions accentuated by actual experience covering many years; and the fact that early in these talks we urged that you investigate our statements, personally, is evidence that whatever we said in favor of these publications we are anxious and willing that you get the proof on your own volition.

We realized that if you would do this with reasonable interest the evidence would be particularly favorable and convincing. We knew you would find even better opportunities for greater business developments than we had suggested, and if you have not investigated these facts, *do it now*.

Simply send for a copy of each paper in the list printed in Talk No. 8 and study the advertising columns of each. Get the rates, the circulation, the territory they cover, and little further argument will be necessary to convince you that here is the richest advertising field possible to find.

Note the character of the reading columns—the educational, the practical, the common-sense, solid, helpful, literature they contain—and reason out the results such kind of mediums are certain to bring the advertisers patronizing their columns.

And then—test them.

It is worth the cost many times over.

THE NATIONAL AGRICULTURAL PRESS LEAGUE

1448 Marquette Bldg., CHICAGO, ILL.

JANUARY, 1906

PRICE 25 CENTS

APPLETON'S BOOKLOVERS MAGAZINE



Appleton's Booklovers Magazine is published to interest the better class of American readers. Its record as a publication and as an advertising medium proves that it has been a success along these lines. If you are selling an article of merit that appeals to well-to-do people, an advertisement in Appleton's Booklovers Magazine will undoubtedly pay you.

PUBLISHED BY D. APPLETON & COMPANY, NEW YORK

Your Share of Six Billion Dollars

A Special Offer for Quick Action.

SECRETARY WILSON'S annual report estimates that the products of the farms of the United States in 1905 reached a value of \$6,415,000,000—an unequaled yield in the Nation's history.

Moreover, this is not a sudden spurt of prosperity. The value of the farms of the country has registered—for five years—an increase of \$3,400,000 per day.

This long period of prosperity has enabled the farmer to pay his debts, to lift his mortgages and to stuff his local banks with money. Now he is spending his six billion dollars for the good things of life.

The money will be spent—with *somebody* for *something*. How much of it will be spent for *your product*, depends entirely upon *you, yourself*.

If you want your share of the six billion—don't be bashful. *Ask for it.* Or go even a little farther than asking: Sit down by the farmer's fireside during the long winter evenings, when he is care-free and happy—open to suggestions—and gently persuade him to buy the good thing you want to sell.

He is open to conviction—he has the money—he is ready to buy, but he won't buy your product unless he is convinced of its value to him.

That part of the business is plainly "up to you."

The most economical and the most effective way to *persuade* and *convince* the farmer is by telling your story to him through

the agricultural press—his farm papers.

It's the most *economical* way.

For example, we will write a persuasive and convincing story of your product—take a thousand words for it, if necessary—put it before a million farm families—for a thousand dollars. A thousand words to a thousand families for a single dollar.

It's the most effective way, if—and oh, brother, heed that "if"—if you tell your story in the persuasive and convincing way that appeals *especially* to the farmer.

The Long-Critchfield Corporation—that's us—has made a specialty for a long term of years of preparing and placing advertisements that *sell goods to farmers*. Not advertisements that "look pretty" and "sound nice," but that sell goods. We *know* the farmer and his habits of thought. We have had experience in selling to him. We have made good for a good many good people.

Our definite proposition to *you* is to help you capture a good share of the farmers' six billion dollars, by telling your story for you, in a thousand words, at the rate of ten good farmers' families for a cent.

(And this doesn't count the folks they lend the paper to, either.)

That's worth looking into.

Write for further particulars of our

SPECIAL SERVICE IN
AGRICULTURAL ADVERTISING.

LONG-CRITCHFIELD CORPORATION,

156 Wabash Ave., CHICAGO.

New York Office, 150 Nassau St.

Many a brass band thinks it's playing fine music when it's only making a horrible noise.

Lots of advertising matter is so out-of-tune that you can't understand what it's trying to say.

We whip discordant advertising matter into harmonious, business-bringing shape.

Your advertising may be unsuited to your business. It may be playing a mild, little advertising story on a flute, when it ought to be splitting their ears wide open with 72-point trombone, backed up by a full band of green paper, red ink and embossed designs.

Or, it may be playing too loud to a class of people who will listen only to soft, persuasive airs.

Your whole outfit of printed matter may be disjointed and out-of-tune—copy, paper, illustrations, designs, type, borders, ornaments, plan of display, color schemes, kind of ink—all shouting, shrieking, screaming at each other and wasting your money.

Send us your catalogs, booklets, circulars, follow-up letters and other printed matter, and we will give you full advice and suggestions on this important point—show you how to make them all “play together.” Our directions will be practical—any printer can carry them out. We have the special knowledge and long experience to do it.

When you reprint you will profit by our information and advice.

This service costs only Twenty-five Dollars.

THE ETHRIDGE CO.

Hartford Building, 41 Union Square, New York City.

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.

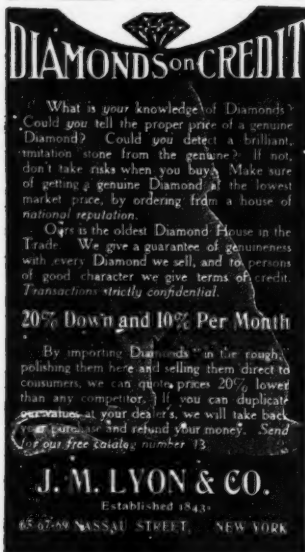
READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,
A CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

A man named Lyon is perfectly justified in using a picture of the king of beasts as his trademark, as it serves to identify his name with his advertising and soon comes to be recognized at a glance. It is hardly permissible, though, to put a poor pale gray lion in a cage formed of white lettering, as is done in the advertisement shown here. The lion deserves better treatment—and so

of this sort of advertising, and as it has no single merit to recommend it too much attention cannot be called to its faults in this department—or in any other place where influences for the improvement of advertising are at work. Number two makes suitable provision for the trademark, displays the headline adequately and provides sufficient space for the text.

* * *

Mr. McAllister not only sells



DIAMONDS ON CREDIT

What is your knowledge of Diamonds? Could you tell the proper price of a genuine Diamond? Could you detect a brilliant, imitation stone from the genuine? If not, don't take risks when you buy. Make sure of getting a genuine Diamond at the lowest market price, by ordering from a house of national reputation.

Ours is the oldest Diamond House in the Trade. We give a guarantee of genuineness with every Diamond we sell, and to persons of good character we give terms of credit. Transactions strictly confidential.

20% Down and 10% Per Month

By importing Diamonds "in the rough," polishing them here and selling them direct to consumers, we can quote prices 20% lower than any competitor. If you can duplicate our values at your dealer's, we will take back your purchase and refund your money. Send for our free catalog number 13.

J. M. LYON & CO.
Established 1843
65-67-69 NASSAU STREET, NEW YORK



DIAMONDS ON CREDIT

Mr. McAllister not only sells

No. 1

does the text of the advertisement. By taking a day off and giving the matter careful thought it might be possible to evolve an advertisement which would be harder to read than this one, but it would be a difficult task, even to the most ingenious mind that could be brought to bear upon it.

There seems to be an epidemic

No. 2

magic lanterns but he is a magic advertiser as this effort shows within a very limited space—two inches in height—he gives us a full and complete view of a school room, another of a home circle, still another of a theater and a fourth producing an outdoor scene with an advertisement thrown upon the side of a building to buy

a magic lantern. All these are appropriately labeled—otherwise it would have been hard, indeed, to tell what they were. This advertisement is, according to the

of the I. Fargal Manufacturing Company. It shows an excellent



heading, a money making proposition, and it may well be so as few people except those looking for employment and having plenty of time on their hands would take the trouble to figure it out.

* * *

This advertisement of Electro Silicon is not only attractive and pleasing to the eye but is based upon excellent thought. Electro Silicon is an article of utility and one which is in use every month

At CHRISTMAS TIME

The Housekeeper's interest centers on her dining table, the chief charm of which is the Silver. To make it do its duty perfectly, it should be cleaned with

ELECTRO SILICON

then its latent beauty or brilliancy will appear, crowning the effort of the hostess.

At grocers, druggists, and everywhere, 15 cts. (Wholesale). Retail quantity for the asking.

Electro-Silicon Silver Soap for washing and polishing silver has equal merit. 15 cents.

"ELECTRO-SILICON," 100 Cliff St., New York.

in the year. It is not an easy matter to make a holiday feature of such articles, and attempts to do so are often so far-fetched as to be actually amusing. In this case, however, an interesting thought is presented in a reasonable and sensible way.

* * *

A good word should be said for this quarter page advertisement



A CURE in a FLASH

THE NEW EFFECTIVE way to supply NATURE'S GREATEST REMEDY

ELECTRICITY.

"ON THE SPOT BATTERY"

will restore you to perfect health and give to your face that beautiful glow desired by all. The world's famous Physicians are using it, and say it is the **Greatest Remedy** for Chronic Rheumatism, Paralysis, Neuritis, Backache, Catarrh, General Debility in men or women and various nervous disorders.

The difficulty in the past has been a convenient battery to produce a Faradic current that the individual could use in the home. "On the Spot Battery" fills this want. It consists of a cell of electricity enclosed in a fine plated tube, 12 inches long and 3 inches in diameter, with attachments for Massage and electric combs for hair. It is always ready, so simple a child can use it, a 19th Century Discovery that should be in every home.

Sent on ten (10) days approval; write for Booklet.

THE I. FARGAL MAN'G CO.
824 Farmers' Bank Bldg., Pittsburg, Pa.

picture of the article advertised and gives it all the space which it could possibly occupy in a quarter page. At the same time the human interest is represented by the figures introduced and the curative properties of the device are emphasized.

* * *

This reproduction is from an

MERITAS

Sensible Judgment

decides for "MERITAS," the best-selling Table Oil Cloth.

Because

- It is guaranteed.
- It is the leader in design.
- It is the very best in quality.
- It is so adaptable to all household uses.
- It is so easy to buy at these prices.

(Prices follow.)

ad book issued by the Standard Table Oil Cloth Company and

distributed among dealers who handle their products. This is a double column cut with suggestions at the bottom which are to guide the retailer in preparing his copy. The series included in the book are an exceptionally strong one, this illustration being a fair sample. Retailers using the cuts have the privilege of sending in their advertisements in which the cuts appear, and cash prizes are offered for the best advertisements; the prizes being announced and the successful ads reproduced in a leading dry goods publication. This is an excellent idea and one which should encourage the dealer not only to use the cuts but to make the advertising as strong as possible.

As a window attraction for a butter merchant the "Empire" churn recently exhibited at the dairy show at the Agricultural Hall, London, would seem to be a good thing. The churn is described as being so handy "that it might well be placed on the tea table and yet not look out of place." It is claimed that with this churn butter can be made in sixty seconds.

THE LAST DETAIL TO GET ATTENTION.

The average merchant—not the big and dominating one, but the average one—devotes two hours of his time today to closing a deal for wrapping paper—another hour to teaching boys or girls how to wrap up packages—another hour to an inspection of newly arrived goods—takes a look at the accounts—allows subordinates to take up his time with such weighty questions as that of where to have the delivery horses shod—and finds himself "too busy" to prepare a really forceful, human interest store advertisement.—*Sun, Williamsport, Pa.*

WHITE HOUSE STATIONERY AS AN AD.

A thrifty real estate man was discovered some years ago conducting a considerable share of his correspondence at Washington on White House stationery. He would go to see the President with great frequency. The President never wanted to see him, and so he was treated to large doses of delay. But this he soon turned to advantage by getting one of the messengers to bring him "a little writing paper and a few envelopes, so that he could write a note or two." Soon his requests for stationery became so regular as to attract the attention of the secretaries, and he was shut off.—*Boston Transcript.*

The Main Point.

MIDDLETOWN, Conn., Dec. 4, 1905.

Printers Ink Jonson, New York, N. Y.:

DEAR SIR—Received your sample book and like it. We wrote you some time ago that we thought you ought to issue one. In the case of a new printer just starting in, for instance, he has seen your ad and, perhaps, your catalogue; but how is he going to order intelligently unless he has seen the colors? *The main point* is, that he does not want to ask another ink firm for sample book to be used only in ordering from you. Yours respectfully,

CONNECTICUT PUBLISHING CO.

This is the time when all plans are being made for the new year, and if you miss the opportunity of securing one of my sample books it will mean the loss of many dollars to your bank account. Compare my prices with those of my competitors, and then put both samples side by side. If mine don't look as well, if not better, at fifty per cent less cost, I won't ask for your order.

ADDRESS

PRINTERS INK JONSON,
17 Spruce St., New York.

BUSINESS AND STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make business more profitable by a judicious system of advertising.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Editor Business and Store Management, Printers' Ink Publishing Co., to Spruce St., New York.

Selling a piano at auction, by mail, is a new one to me and as novel as it is new. As a novelty it rather eclipses the window auction in which the price of an article is marked down each day until somebody is afraid somebody else will get the article if it goes any lower, and buys. If this auction-by-mail idea works out all right with pianos, there is no reason why it may not be employed to advantage in selling furniture, dinner sets, lamps and many other things. I confess that I do not understand how the E. E. Forbes Piano Co. is going to determine which of several bids including a second-hand instrument is the highest, for the price set upon a second-hand instrument by its owner may or may not be much higher than they would be willing to allow for it in the exchange. Very likely such cases are investigated as soon as a bid is received, and that, of course, gives the bidder a chance to bid again—more money, in case the Piano Company will not accept the old piano or organ at the valuation named in the first bid. And then, it would seem that in order to bid intelligently, the bidder should know something about the regular selling price of the instrument offered, for it is safe to say that comparatively few know a "Style O" Chickering Piano from any other style of the same make. However these details are managed, if the selling is conducted with absolute fairness, the scheme ought to attract a great deal of favorable attention and perhaps be the indirect cause of many direct sales. The blank to be filled in shows a willingness to sell on easy terms, almost to the extent of allowing the bidder to fix his own terms; and when the piano is finally knocked down to the highest bidder, Mr. Blakey, the manager, will have some val-

uable data as to who are in the market for pianos, which of them want to pay cash, which have second-hand instruments to turn in as part payment and at what valuation, and just what sort of terms will be agreeable to each possible customer. Something tells me that Mr. Blakey is going to get busy with that valuable bunch of data just as soon as the auction is over by offering to each unsuccessful bidder some kind of a piano deal that will be a pretty good fit for the requirements laid down in the blanks. The ad, which appeared in the *Montgomery (Ala.) Advertiser* is here reproduced for the benefit of dealers in pianos and other lines who may wish to try something of the sort, and Mr. Blakey is invited to tell of the success of the idea, with any further details of the plan that he may be willing to divulge:

Don't Fail To Bid On This Beautiful Chickering Piano.

THE FORBES AUCTION PIANO SALE.

We propose to auction off one new Chickering Piano, "Style O." Now on exhibition in our show window.

TO THE HIGHEST BIDDER FOR CASH OR TIME PAYMENTS.

Fill out blank bid printed below and send in at once, as this beautiful instrument will positively be sold to the highest bidder.

E. E. FORBES PIANO CO.,

R. O. BLAKEY, Manager.

Cut this out and mail to us at once.

E. E. Forbes Piano Co.,

26 Dexter Avenue,

Montgomery, Ala.

Dear Sirs—My bid on Chickering Piano is \$.... to be paid cash on delivery or \$.... on the following terms: \$.... cash and one second-hand organ or piano valued \$.... and \$.... monthly until paid, or \$.... cash and \$.... December, 1906 and \$.... December, 1907.

Both bids are made subject to the

Piano being entirely satisfactory to me.

Name.....

Address.....

.....Street.

This Piano is Strictly Guaranteed and
Brand New.

* * *

Guessing schemes never seem to lose their popularity, and the right sort of a guessing scheme can sometimes be made to show a very nice profit, without counting its cumulative or indirect value as advertising, even if the successful guesser is handsomely rewarded. Take the idea described in the following ad, for instance. To begin with, it costs nothing to register an opinion as to how many pieces of coke there are in the glass box. Naturally, such conjectures must be based on a more or less careful inspection of the aforesaid box, and the box being in the office window of the New Charlotte Gas Co., the only way to inspect it is to go to their office. Once there, the prospective guesser is pretty sure to step inside, ask questions about the contest, take a look at the prize, and maybe get the prices of other gas ranges, or an estimate on piping and fixtures, with an unexpressed but firm determination, to cook or light by gas whether successful in the contest or not. The prospective guesser goes home, figures it all out and records her guess on the blank; then figures it all out and records it all over again. The more she thinks about the gas range or the gas light the more she wants to think about it. The kitchen range never behaved so badly, or the lights never seemed so dim and troublesome. These two things seem to double her household cares, and—well, long before the coke returns are in, the man of the house is not only willing but even anxious to buy a gas range outright, or go to the expense of piping and fixtures for light—or both. There will be a lot of disappointed ones of course; but a pretty good percentage of them will cook and light with gas just the same, and pay the regular price for the necessary equipment without a murmur. Here is the ad as it ap-

peared in the Charlotte (Mich.)
Leader:

ARE YOU GOOD AT GUESSING?

We will give, *Absolutely Free*, a \$20 Gas Range, or Piping and Fixtures for lighting six rooms, ready to use, to the person living on street now piped for gas, in the city of Charlotte,—for the nearest correct guess first received of the number of pieces of Coke contained in glass box on exhibition in our office window. Contest closes at 6 p. m., Friday, Dec. 22d. The pieces of coke will be counted by committee before box containing guesses is opened.

Cut this Coupon out and bring it to the Gas Office:

NEW CHARLOTTE GAS CO.,

My guess for number pieces of coke in box is

Name

Address

Date received..... Time.....

* * *

Here, in the ad below, is described another of those children's contests with an educational value which should gain the hearty approval of parents and teachers. A contest of this sort is a good mental training for the child, entirely aside from keeping the mind occupied with something useful and the hope of reward. Its particular usefulness to Mr. Dashiell lies in impressing his name on the memory of every contestant, but that will do him little good unless his name is coupled with a recollection of what he sells, a bit of information which his ad does not disclose. The ad may accomplish its purpose in awakening the children's interest in the contest, but it might have done that and sold goods as well if it had contained a few items and prices. It is not at all likely that in a city like Norfolk, Va., with somewhere around 50,000 population, everybody knows Mr. Dashiell's line of business; and it seems a mistake to print an ad in such a paper as the *Virginian-Pilot* of that city (which, according to Rowell's American Newspaper Directory for 1905, had an average daily issue of 10,815 copies during 1904), without at least an intimation of the lines dealt in.

LITTLE GIRLS.

Come down to E. L. Dashiell's office and register your names so that you can enter the "word contest" for the

handsome Doll which I will give away the Saturday before Christmas, to the child, between the ages of seven and twelve, who constructs the greatest number of words from the letters in my name.

"E. L. DASHIELL."

All contestants must register their names in order to be reckoned in the contest.

In the building with the old moss-covered roof, next to the Postoffice.

339 High Street,
Norfolk, Va.

* * *

Here is still another scheme from which the novelty has long since worn off, but which has not yet lost a bit of its pulling power for any locality where it has not recently been tried. Occasionally a thing of this kind will set whole families against each other in a rivalry that is only a few removes from a feud, and that reacts on the merchant in some slight degree; but these are exceptions and should not be considered as against the benefits of having every little girl in town appealing to friends and acquaintances to buy something at your store and vote for her. Here is the ad, as taken from the Byesville (O.) *Enterprise*; and it will be noted that Mr. Coulter has something to say about what he sells as well as what he gives away:

HAVE YOU SEEN THEM.

They are free to the little girls. The fine dolls and doll carriage in our show window.

One vote with each 25c. cash purchase and the Little Girl receiving the greatest number of votes will receive the best Doll worth \$10 and the Doll Carriage worth \$10. The other four Dolls worth from \$4 to \$9 each will go in order of votes received to the four Little Girls nearest the top number. Every little girl has an equal chance with the others as we will give out the tickets and she can solicit her friends to vote for her. This contest closes with the close of business December 20, 1905.

The votes are counted and recorded each day and the Dolls will be given out Saturday December 23, 1905. Come and get the tickets and see how nice a doll you can win.

While you are here see our splendid line of Furs at all prices from 69c. up. We have in stock to-day over 180 Furs to select from and can show you the latest and nicest. Our Ladies' and Misses' Wraps and Skirts show the nicest fabrics and latest styles. Our store is full of nice goods from the penny handkerchief to the finest Fur,

all of which invite you to come and admire and buy.

COULTER'S, Of Course.
Byesville, Ohio.

* * *

Before another installment of this department appears, Christmas will have come and gone, and some of you will have begun an annual rest that starts immediately after Christmas and lasts till the opening of spring. Not many of the merchants who read *PRINTERS' INK* will do that, but if you are one of the few upon whom the habit is still strong, make up your mind to break yourself off it this time, and get busy right after Christmas. The normal selling in the week between Christmas and New Year's day can be very materially increased by suggesting desirable gifts for those who were unintentionally neglected during the rush of Christmas buying—by intimating that "New Year's" is a good time to get square with those who were unexpectedly thoughtful at Christmas time, and for pleasing the child who was unavoidably disappointed in the things that Mr. S. Claus brought down the chimney. Get out the holiday novelties that you'll have to sell in that week or keep till the next Christmas, and then perhaps have to give them away, and cut the prices so they'll be sure to move. Have little "After-Christmas Sales" of things you don't want around at inventory time. Take a little money for odd lots and start the New Year with clean decks. It's cheaper to give some things away than to count them and store them for a year. Don't get the idea that all the money in town was spent for Christmas presents, but remember that lots of people have to make Christmas presents to themselves after Christmas in order to get what they want; that everybody has to have clothes and things to eat just the same as before the holidays, and there is always somebody who wants something and has the price to pay for it. It may be a little harder to get the money just then, but you'll get it if you go after it.

Thirty Opinions Concerning Rowell's American Newspaper Directory for 1905.

No opinion of mine can add more weight to my appreciation of the value of Rowell's American Newspaper Directory than the fact that it is the only work of its kind that I ever use or refer to,—and the only one I ever place an advertisement in.—*Stanley Day, New Market, N. J., May 20, 1905.*

We are just in receipt of your favor of May 19th and a copy of Rowell's American Newspaper Directory for 1905. We have read your letter with care and interest, and must congratulate you on the manly courage that is evident in every line.—*Robert Mitchell Floyd, Editor, Trade Press List, Boston, May 22, 1905.*

I HAVE received the 1905 issue of Rowell's American Newspaper Directory. Its preface announces a "platform" of independence, intelligence, painstaking care and honesty in the conduct of the Directory. It is a strong policy which the American press and the American advertiser ought to, and in my judgment will, appreciate and reward with a sustaining patronage.—*Victor F. Lawson, Publisher, Chicago, Ill., News, June 6, 1905.*

To my mind there can be no question as to the essential "rightness" of the position you have taken, and as to the increased value given Rowell's American

Newspaper Directory by reason of its entire independence of agency influence. The longer that position is maintained, the stronger will be the hold the Directory has on the esteem of the advertising public, and the more it can do for publishers.—*H. R. Clissold, Bakers' Helper, Chicago, Ill., May 23, 1905.*

I HAVE always had entire confidence in the integrity of Rowell's American Newspaper Directory. I have no question, however, that its divorce from the advertising agency will improve its standing with publishers and advertisers who have not had the advantage of a personal acquaintance with Mr. Rowell and who are not familiar, therefore, with the high standards he has always insisted upon.—*Frank B. Noyes, Editor and Publisher, Chicago, Ill., Record-Herald, May 27, 1905.*

THE platform of Rowell's American Newspaper Directory for 1905 is a dandy. It contains just enough planks to make it strong; and as the majority of agencies and newspapers like to be on a firm footing, I have no doubt but what they will all jump aboard before many years and look up to Rowell's American Newspaper Directory—as they should—the leader of them all, and as a medium that quickly brings together buyers and sellers

of advertising space.—*W. B. Sanders, Nunda, N. Y., News, May 25, 1905.*

I AM in the most perfect accord with your effort to publish a Newspaper Directory that is entirely free from graft. I think that Rowell's American Newspaper Directory is taking the right position and I do not believe that there is a single publisher in the country who has the goods he claims to have, that is not appreciative of Rowell's American Newspaper Directory. The *Times* has had a hard fight in trying to get people to demand what they pay for in the way of circulation.—*F. S. Phelps, Editor and President, Erie, Pa., Times, June 3, 1905.*

We are in receipt of our copy of the 1905 edition of Rowell's American Newspaper Directory and note by your statement in the preface that you are now publishing the Directory entirely independent of the advertising agency with which it has been so long identified. We believe that this step will meet the approval of both advertisers and publisher and that Rowell's American Newspaper Directory will ultimately occupy a position which could not be attained as a department of an advertising agency.—*Kansas City, Mo., Journal, June 8, 1905.*

ROWELL'S AMERICAN NEWSPAPER DIRECTORY has been growing better and better with the passing of time, and since your connection with it the progress in the right direction seems to be even greater than ever before. It is the best. It has no rival. Your "platform" is filled with the true spirit, and I cannot see how success can be prevented from alighting on your banner. I feel that you always want to "toat fair" and with that aim uppermost, the making and editing of a directory must be fruitful of result.—*C. S. Jackson, Publisher, Portland, Ore., Journal, June 6, 1905.*

PUBLISHERS throughout the country will unite in commending

you for the determined stand you have taken in clearing Rowell's American Newspaper Directory of trade propositions and of all suggestions of mercenary influence. A directory absolutely above suspicion upon these two points must have immeasurably greater value for the general advertiser. Your "platform" sounds like good business and we trust that it may be a step in the direction of having such a directory recognized officially by the Advertisers' Associations of the country at large.—*J. C. Wilmarth, Herald, El Paso, Tex., June 17, 1905.*

I APPROVE heartily of the principles and methods upon which you propose to conduct the publication both of PRINTERS' INK and of Rowell's American Newspaper Directory, in the future. I have long regarded your Directory as by far the most convenient, reliable, and satisfactory, every way, of all those that have been published, and I have felt sympathy with my old friend Mr. Rowell in his earnest and persistent efforts to get at the facts regarding the circulation of newspapers for the purpose of presenting the same fairly in the Directory.—*Samuel Bowles, Springfield, Mass., Republican, May 25, 1905.*

We desire to draw special attention to a most commendable business action on the part of the manager of the Printers' Ink Publishing Co., in making Rowell's American Newspaper Directory and PRINTERS' INK a separate and distinct business venture from the Geo. P. Rowell & Co. Advertising Agency. It takes both courage and ability to rip apart the close business relations that had existed for so many years and starting out on a new plane. The preface of the 1905 issue of Rowell's American Newspaper Directory contains some courageous statements.—*Trade Press List, Boston, June, 1905.*

I HAVE received a copy of the 1905 issue of Rowell's American

Newspaper Directory. It is certainly "American" in every sense of the word. It is in my judgment the *only* kind of a newspaper directory that should exist. Your manly stand of issuing the same wholly on cash basis and no trade propositions deserves the highest praise. Rowell's American Newspaper Directory existed when there were not as many directories as to-day and standing on the same "platform" as it does now will exist when there will be less.—*Swan J. Turnblad, Publisher, Svenska Amerikanska Posten, Minneapolis, Minn., June 23, 1905.*

ANSWERING your letter of May 18th. I beg to say that I have always considered Rowell's American Newspaper Directory a valuable publication. It becomes especially valuable under the new lines of its conduct, i. e., standing absolutely independent of any advertising agency, and abandoning all deals or exchanges in disposing of its advertising space. Such a Newspaper Directory with systematic circulation ratings, uninfluenced by friendship or enmity, can be an important factor in eliminating bluff, fraud and guesswork from the field of newspaper advertising.—*E. A. Grosier, Editor and Publisher, Boston, Mass., Post, May 21, 1905.*

I AM in receipt of your favor of the 9th and also the copy of Rowell's American Newspaper Directory for 1905 sent me as president of the American Newspaper Publishers' Association. Replying to your specific inquiry, I want to say that I am heartily in accord with your platform, which means running the Directory upon a business basis. The absence of that policy has made nearly all directories gotten out by advertising agencies largely useless. I congratulate you upon the stand which you have taken, and hope and believe that you will be, if not immediately at least ultimately, eminently successful in it.—*S. S. Rogers, President American Newspaper Publishers' Association, June 13, 1905.*

I HAVE read the preface to Rowell's American Newspaper Directory for 1905. I am proud to be considered one of the group of publishers whose opinion is valued, and you are right in believing I am friendly to you and in sympathy with the object of the Directory. I am heartily in sympathy with the preface as you have written it. I think freedom from the agency control of such a Directory is a great step forward, but while there are publishers who have, no doubt, given you their advertising believing it would pay them to do it, there are some who have been mean enough, no doubt, to ascribe the giving of it to causes such as you have mentioned.—*Thos. Balmer, May 23, 1905.*

ABSENCE prevented my examining at an earlier date the 1905 edition of Rowell's American Newspaper Directory. Considering the active opposition of a large number of publishers who will move heaven and earth to prevent the truth being known about their circulation, and the indifference of perhaps an equally large number, I extend to you my personal congratulations on the work you have achieved. In view of the difficulties you must have to contend with, the 1905 volume is a monument to your indomitable energy, perseverance and ability to keep everlastingly at it. It must be a gratification to you to know that you have the most cordial appreciation of all honest advertisers, agencies and publishers.—*William Dennis, Managing Director, Halifax, N. S., Herald, June 14, 1905.*

WHAT do I think of the "platform" of your 1905 Directory? It is sound in principle, and if carried into practice must constitute your Directory the great circulation "Clearing house" of the country. Frankly, I have never had sympathy with the insinuations that Rowell's American Newspaper Directory was influenced in its ratings by the measure of support it received from any newspaper. You are

simply putting beyond question what has already been conceded by publishers who saw fit to comply with the reasonable requirements laid down to insure correct ratings. I look on Rowell's American Newspaper Directory as the standard, and its independence as more firmly established than ever.—*Jas. S. Brierley, Managing Director, Herald, Montreal, Que., May 30, 1905.*

I HAVE your favor of May 19th and also a copy of Rowell's American Newspaper Directory for 1905. As to your "platform" there is no question of my opinion or the opinion of any decent business man. That is, that it is not only right, but the only way to do business: to stand squarely upon merit, independent of politics, religion, friends, dickers, deals, grafters, or anything else. The only real stuff in a man that stands for success is what we call sand, or nerve: the man who knows what is right, and will do right, and will conduct his business on such policies "that he can look every ——— man in the face and tell him to go to ———." When you are absolutely independent you are free of all slavery and then you have the confidence of the business community.—*Cyrus Curtis, Curtis Publishing Co., Philadelphia, May 22, 1905.*

THE 1905 issue of Rowell's American Newspaper Directory has just reached my desk. In the light of your announcement that the Directory would be conducted independently and separate from any advertising agency, it brought with it a special interest. Previous to that time it has been the most independent of all the newspaper directories, and in view of its past history, the step seems the *one thing additional needed* to make it what its title claims in the best sense of the words. If it appears that it can be practicable on this basis, it has achieved a position and should become a permanent book of reference of unusual value to the yearly increasing number of general and special advertisers. To these, an accurate

and trustworthy directory of the newspapers and periodicals of the United States is necessary. I wish to congratulate you upon having placed the Directory upon a permanent foundation and upon one which merits success.—*W. L. McLean, Vice-President, American Newspaper Publishers' Association, June 8, 1905.*

I HAVE read over the preface of Rowell's American Newspaper Directory for 1905 very carefully, and must say that I am glad to know that there is to be one Directory, at least, that is independent of any advertising agency. A Directory of this sort should be of much greater value to advertisers than one that is dependent upon the publishers for its existence. A Directory of the latter class must necessarily favor publishers. Therefore, in the very nature of things, the circulation ratings appearing in such directories cannot have the value to advertisers as those appearing in Rowell's American Newspaper Directory. Your Directory has the advertiser, and service to him, in mind first, which, of course, is eminently proper. I can readily understand how papers that are not firmly on the rock of known circulation will be tempted to belittle your Directory and its influence with advertisers, but I do not believe that they can do you any damage.—*H. N. Owen, Business Manager, Farm, Stock and Home, Minneapolis, Minn., May 22, 1905.*

I HAVE examined the preface to Rowell's American Newspaper Directory for 1905, and beg to say that the platform which you have outlined meets with my hearty approval. I believe with you that a newspaper directory should be published apart from an advertising agency, and should be published for the sole purpose of conveying reliable information regarding newspapers and other periodicals. The reasons for reaching this conclusion are so obvious that it is not necessary to enumerate them. I believe that your method of estimating circu-

lation is a correct one, inasmuch as that all advertisers know that every copy of a periodical is not sold and no judicious publisher will print a large number of copies of his publication in excess of the number he requires simply for the sake of securing a larger circulation rating. I also believe that it is right to accord a distinctive mark of superiority to every publication that is entitled to it, if the publisher conforms to the conditions which you require.—*Albert J. Borie, Editorial and Business Manager, New York Clipper, May 19, 1905.*

YOUR esteemed favor of the 18th and also a copy of Rowell's American Newspaper Directory for 1905 reached my desk this morning. Incidentally I may say that one has been on my desk continuously for the past 22 years. It is hard to offer any suggestion that would improve the Directory. I consider it of great value both to the publisher and the advertiser. Your treatment of the *Utica Press* has always been courteous. We have published every year since my connection with the paper a detailed statement of circulation, and we have found that you have given us a rating in accordance with the same. I consider it an advantage in every way to get the Directory on a strict business basis. The *Press* does no trade advertising with any one, and am sure that it is to our advantage to conduct our business that way. We have faith in our own space, and if we cannot make it profitable to an advertiser we do not feel that we want their business, and the same should apply to a newspaper directory.—*Otto A. Meyer, Publisher of Utica, N. Y., Press, May 20, 1905.*

THE writer begs to acknowledge the receipt of your favor of May 18th, regarding Rowell's American Newspaper Directory for 1905. I am glad to see a legitimate directory raised to the plane of a genuine publication free from the contingencies of graft which have actuated many

publishers of newspaper directories heretofore. There is absolutely no reason why a publication of this kind should not be conducted along legitimate lines. The temptation to advertising agencies to bunco newspaper publishers into giving valuable space in exchange for advertising in alleged directories and newspaper guides appears too strong for the average agency to resist. Hardly a week passes that we are not importuned to send an order for space in some forthcoming directory, invariably issued by an advertising agency as a means of obtaining space which they can convert into money through their regular customers. We are glad to know that the Printers' Ink Publishing Co. takes the broad view of a legitimate directory that it does, and we heartily coincide with both the letter and the spirit of your "platform."—*E. P. Mickel, Manager, Lincoln, Neb., Star, May 26, 1905.*

AFTER looking over carefully the copy of Rowell's American Newspaper Directory for 1905 I am convinced that the "no graft" stand taken by the publishers, as outlined in the preface of the book, must be particularly gratifying to those publishers who have suffered more or less (especially more) from the odious graft system so epidemic in some advertising circles. It seems to me also that a stand such as is taken by the publishers of Rowell's American Newspaper Directory of "no graft" but actual "making good" and full value in service for amount paid, places the publication of the work on a plane so independent that the circulation ratings and general information contained in the book must of necessity be decidedly more accurate than in cases where such independence does not exist. Rowell's American Newspaper Directory is a monument to Mr. Geo. P. Rowell, of which that veteran of the publication and advertising world may justly feel proud. Long may he live, and long after him may the efforts of his able and conscientious direc-

tory accomplishments continue to such a grand exclusive attainment.
—*Fred M. Lamade, Secretary, Williamsport, Pa., Grit, May 24, 1905.*

THE thirty-seventh annual number of Rowell's American Newspaper Directory for 1905 has just come to hand. Geo. P. Rowell, the founder of this Directory, is entitled to the greatest credit for his consistent, unswerving efforts to produce a newspaper directory which would be of some practical use to advertisers. Mr. Rowell adopted a sensible definition of what constitutes circulation, and required of the newspaper publisher certain information before according a figure rating. It has taken a long time to teach the average proprietor the value of having his rating plainly and correctly reported. That great advances have been made in this direction is shown by the fact that many publishers now prefer to furnish a detailed report in the prescribed form even if their circulation happens to be less than those of their local contemporaries. Much has been accomplished when the newspaper publisher has been taught that a poor circulation report is better than none at all. Rowell's American Newspaper Directory, which has always been published by the firm of Geo. P. Rowell & Co., was acquired by the Printers' Ink Publishing Co., and under the management of Mr. Chas. J. Zingg, it continues to be produced in the same high-class manner which has always marked its previous numbers.—*Manitoba, Free Press, June 5, 1905.*

THE "platform" of Rowell's American Newspaper Directory for 1905 is a good one. It is entitled to encouragement at the hands of every publisher in the country. The Directory itself contains information valuable enough to any advertiser to justify the necessary expenditure to secure it, and to those publishers who find directory advertising valuable a publication that insists

upon cash instead of swap deals, certainly has greater value because it is strong enough to exist on merit alone. I believe in Rowell's American Newspaper Directory, I have always believed in it. I know that it is possible for publishers to secure exact ratings for their publications without the expenditure of one cent. I believe that the purchasers of advertising are entitled to the fullest possible information regarding the circulation they are buying. I know of no way possible to secure this more accurately or more thoroughly than in the pages of your Directory. It has always been a part of our office equipment, and as long as it is conducted on present lines will continue to be. I admire and endorse your stand, and thank you for giving us this opportunity of expressing our appreciation of the uniform courtesy and fairness with which we have been treated at your hands.—*J. Harry Lewis, Manager, St. Paul, Minn., News, May 24, 1905.*

THE 1905 edition of Rowell's American Newspaper Directory this year is a book of nearly 1,600 pages, and contains the fullest particulars obtainable of the newspapers published in the United States and Canada. Under the management of Mr. C. J. Zingg, Rowell's American Newspaper Directory is recognized as the most carefully edited, the most complete, reliable and authoritative newspaper directory on the continent. What the Encyclopedia Britannica is to a library, and Webster's Unabridged is to a public school, Rowell's American Newspaper Directory is to the American business world. It is the standard work of reference in the office of every general advertiser, and is equally invaluable in the office of newspapers who are willing and anxious to tell the truth about their actual circulation. Newspaper managers who, for obvious reasons, refuse to furnish detailed circulation statements—the figures of every publication day in the year—cannot expect to be enthusiastic over the

very thorough information relentlessly printed by the Directory publishers. But their independence and fearless courage are appreciated by all advertisers who want one hundred cents of value for every dollar spent in advertising and by all publishers who honestly desire to give full value for the publicity paid for.—*Hali-fax, N. S., Herald, June 14, 1905.*

I WISH to add my views to the many already received by you, endorsing the issue of Rowell's American Newspaper Directory for 1905. It is positively the very best edition ever published and will be of great value to the general advertiser and advertising agency who place business in the various publications that are listed in the same. There have been a great many smaller papers added, giving in detail information that the general advertiser has been seeking, which must make it of more value than ever to the many subscribers that take it year after year. The many new ratings in the line of circulation statements of smaller papers is something that has been wanting for years. You are on the right track, and if you will continue as you have, Rowell's American Newspaper Directory will be an absolute necessity in every mercantile house that recognizes the fact that advertising is part and parcel of every first-class business firm's expense account. I also wish to state the fact that I never had any trouble to get a proper rating in Rowell's American Newspaper Directory for any of the papers that I represent, whether the same carried our advertisement or not, as long as the publisher was willing to furnish the statement of circulation required by the well established rules of the past publisher of the Directory—viz.: giving a detailed statement of every issue for a year, and signed by the party in authority.—

E. Katz, Special Agent, N. Y., June 21, 1905.

I AM in receipt of Rowell's American Newspaper Directory for 1905. I have read carefully the "platform" which you have outlined in your preface, and I assure you that I am in full sympathy with the policy of directness and honesty therein expressed. The Baltimore News has sought to build itself upon a foundation of square dealing with its readers and advertisers, and it welcomes most cordially every development in that direction in the field of journalism. It takes longer to succeed along these lines, and the preliminary work meets with infinite misunderstanding, but the ultimate result is worth the effort. I believe that as a matter of enlightenment and self-interest every newspaper should print the news without regard to private or personal motives of any kind, that it should make public all details with reference to its circulation, and that it should absolutely adhere to its rates. So far from being idealistic, or chimerical, such a policy is intensely practical. Any publisher with the intellectual grasp to understand that method of conducting a newspaper, and with the sand to stick to it through the trying time of probation that awaits every effort aimed at broad and permanent success, will establish a property, provided he is located in a field that will support one. The trouble with most of us is that we are impatient for immediate results. We want to do the Indian fakir's trick of making the plant grow visibly from the seed. The confidence of the reader and advertiser is the basis of real newspaper establishment. Confidence is a thing to be had only by deserving it and waiting for it. It is a plant of slow growth.—*Chas. H. Grasty, Baltimore, Md., News, May 27, 1905.*

Every ADVERTISER who spends five hundred dollars, or more, a year for advertising needs ROWELL'S AMERICAN NEWSPAPER DIRECTORY for 1905. A free descriptive booklet will tell all about it. The book costs ten dollars a copy, and will be forwarded, carriage paid, upon receipt of price.